



Grant Application Instructions For Sheltering and Adoption Organizations

Thank you for all you do to help animals in your community. Completing the Petco Foundation application is the required initial step for the Foundation to consider making an investment in your organization and your lifesaving efforts. As our application process may have changed since you've last applied, please carefully read the information below prior to completing an application. Completion of our application accurately and in accordance with these instructions is required to be considered for funding. This document was created in order to help you more easily complete the application process.

1. **Organization Type:** Our current grant applications are categorized by organization type instead of by type of project or program. It is important that you read the organization type definitions carefully prior to filling out an application and that you apply using the correct application for your organization.

Reviewing applications categorized by organization type better enables us to review requests. We take into consideration the totality of the application, the overall success of the organization in saving lives, the organization's annual budget, the number of animals spayed and neutered, the leadership of the organization and the organization's accountability for increasing lifesaving in its community through collaboration with all other organizations and our Petco partners.

These instructions are for the following types of organizations:

- Animal Control agencies and non-profit organizations responsible for animal control field support and sheltering services;
- Non-profit organizations responsible for animal control sheltering services but not animal control field services (via contract or otherwise);
- SPCA/Humane Societies and other non-profits that provide care and adoption services for animals and operate a sheltering facility;
- Non-profit organizations that are primarily foster-based rescues.

For the organization types listed above, there will be two grant cycles available during each year[†]. Applicants may submit one proposal per grant cycle with no more than two proposals per year.

If your organization is primarily one of the types listed below, please do not fill out an application at this time. We advise you to wait until the appropriate application is available on our website. Completing the incorrect application may prevent you from applying through a more applicable future grant application. We expect that future organizational type applications will be provided for:

- Spay/neuter clinics;
- Community cat support and TNR organizations;
- Service and therapy animal organizations;
- Other animal welfare organizations as determined by the Foundation.

2. **Animals Received and Outcome Information: General Information**—Animal data is critical to our grant decision process. Various data reporting standards in the animal welfare industry exist to help us evaluate animal needs in our communities on a nationwide basis. We have requested basic information that we believe most organizations maintain due to existing data reporting requirements. This information will enable the Petco Foundation to better understand your organization and its lifesaving impact.

The integrity of the data submitted is very important to our grant evaluation process. Please read the information in this section prior to and alongside the answering of the questions on your application.

Please do not provide animal care data for another organization. The animal data submitted must be the animal information for your organization. The person submitting the application must be an authorized representative of such organization. If you are a “Friends of” organization, we recommend you work with the primary animal intake organization and assist them in completing the application.

The information requested should include dogs, cats and other small companion animals or any other animal placed up for adoption. Please do not include wildlife in your animal data information or owned animals not otherwise surrendered and taken into your general shelter/organization population for adoption placement (for example, owner-requested euthanasia not taken into your managed shelter population; feral cats that are spayed/neutered and returned to their location are not considered intake and owned-animals to which you provide medical care).

Our data request is separated into two components—Received and Outcomes. For the purposes of establishing data integrity of information, we have included an on-hand (in care) count on January 1 and an on-hand (in care) count on December 31. Consequently, your **Total Animals Received MUST equal your Total Animal Outcomes. *Your application may not be considered for funding if the data submitted is not correct.***

IMPORTANT: *This application is for animal welfare organizations that provide sheltering and adoption services (in addition to other services). Your organization must have data to input in this section in order to proceed.*

Received information:

1. On-hand (in care) as of January 1 (This number equals those animals that your organization has in your facility, if applicable, any rented or other facility operated by you, any boarding facility, plus those in foster homes, for which your organization is legally responsible.) This is your beginning animal count for the year. **The categories below are for animals that came into your custody after January 1.**
2. Stray animals
3. Owner surrenders
4. Transfers in from other organizations
5. Other (we would expect that this number would be very minimal)
6. Total annual received/cared for during the year (**the sum of items 1 – 5 above**)

Important: Total received/cared for includes your on-hand (in care) as of January 1

Outcome information:

7. Adopted
8. Returned to owner
9. Transferred out to other organizations
10. Died in care
11. Euthanized **
12. Other **(we would expect that this number would be very minimal and include dispositions like escaped from care or other unusual situations)
13. On-hand **(in care) on December 31 (your ending animal count for the year)
14. Total annual outcomes for the year (**the sum of items 7 – 13 above**)

Important: Total outcomes includes your on-hand (in care) on December 31

** If any of these categories is a significant percentage of Total annual outcomes, please provide an explanation in the "Other information" box near the end of the application.

Example of information requested in table format:

Animals Received

On-hand Jan.1	Strays	Owner-surrenders	Transfers from other orgs	Other	Total Received
200	2567	1010	87	3	3867

Animal Outcomes

Adopted	Returned to owner	Transferred out to other orgs	Euthanized	Died in care	Other	On-hand Dec. 31	Total Outcomes
2100	963	256	406	22	0	120	3867

*Total "Outcomes" includes your in care count at the end of the year.

3. **Organization Financial Data:** Please have your Form 990, if applicable, or other organizational documents available when filling out the application to assure that you submit accurate amounts.
 - a. If your organization is a non-profit that files a Form 990, please answer the questions with the amounts listed on your Form 990. If you do not file a Form 990, please fill in the information from the relevant years' audited financial statements, if available, or otherwise from unaudited financial statements.
 - b. If you are a government agency, please have your department or divisional budget available when completing this information, and fill in the information as it is stated on your applicable budget.
 - We are looking for the amount for your animal sheltering, care and other services. Please do not provide the entire budget for your municipality or department. If you do not have a published department budget, you will need to provide us your internal operational budget for animal welfare services.
 - Revenue – will equal funds appropriated/budgeted plus any other revenues (grants, donations, and services fees designated for your use). Revenue should not equal zero but should at least be the amount designated for your operations.
 - c. At the end of this application, you will be asked to submit your relevant financial documents. Remember, accuracy in filling out this information is important.
 - d. Timing of financial information. If you are a calendar year non-profit, your 2013 calendar-year financial information is required. If you are a fiscal-year organization, your most recent fiscal-year financial information is required.

4. **Operational Information:** We have asked for information in several areas to enable us to learn more about your organization's operations and programs.
 - a. Spay/neuter—The total number of spay/neuter surgeries should include the number of spay/neuter surgeries completed in your organization's clinic and surgeries completed at any other clinic that were fully-funded by your organization. Additionally, we have requested information on categories of spay/neuter surgeries. Please provide this information to the best of your ability. If you do not specifically track this information but are able to provide a reasonable estimate, please feel free to estimate in each category. If you do not track this information and feel that you are unable to fairly estimate, please leave the field blank.
 - b. Field officers — We have asked for the total number of animal control or humane field officers on staff. Field officers refer to those individuals who spend the majority of their time in the community responding to calls, whether animal control officers or humane officers. If you are a small organization whose officers' care for the animals in the shelter and also respond to calls, please provide an FTE (full-time equivalent) estimate for the number of field officers.

If you are a foster-based rescue, some of these questions may not be applicable and are omitted from the application.

- c. Adoptions—We have asked several questions relating to your organizations activities with regard to adoptions. If you are a foster-based rescue, some of these questions may not be applicable and are omitted from the application. The below information should assist in these answers.
- i. Adoption days and hours open.
 - a) Total number of days your primary facility is closed for adoptions during a 365 day-year. For example, if you are closed every weekend (52 times 2 = 104 days) and closed for 15 holidays, your answer would be 119 (104 plus 15).
 - b) Typical number of total weekend hours and after 5 pm weekday hours that shelter is open for adoptions. For example, if your organization is typically closed Sundays and Mondays, but open for adoptions Tuesday through Thursday 12 pm to 4 pm, Friday 12 pm to 6 pm and Saturday 12 pm to 3 pm, your answer would be 4 (3 weekend hours plus 1 hour from (5 to 6pm) on Fridays).
 - ii. Average dog and average cat adoption fees (refers to dollar amounts).
In calculating the average dog and the average cat adoption fees, please exclude any discount adoption promotions, specials, or any special premium prices (for instance, higher prices for pure bred or more desirable breeds). If you have a different fee for adult dogs/cats versus puppies/kittens, your average dog adoption fee will be the sum of the adult dog fee and puppy fee divided by 2 (likewise for average cat adoption fee).
 - iii. Time period for adoption: We would like to know the standard time period that it takes for you to send an animal to its new home, once an applicant has completed the adoption application. So whether an application is completed online or in person, how much time does it take your organization to complete your application review and approval process, and do everything else necessary, and give the adopted pet to its new owner. We realize this time may vary for your adoptions, but please indicate the answer that best applies.
 - iv. Adoption approval percentage: Please give us your best estimate of the percent of all your adoption applications submitted that are approved.
 - v. Satellite adoption center refers to adoption space inside another business where dogs and/or cats are housed and shown for adoption. For example, cat housing in a Petco store would be considered a satellite adoption center.
 - iv. Shelter statistics. Please let us know if you publish statistics on your website at least annually similar to the information listed in the **Animal received and outcome information**, or in format as established by the Asilomar Accords, the ASPCA or the National Federation of Humane Societies or a similar format listing a break-down of your incoming and outgoing statistics.

5. **Partners and references:** These questions relate to your relationships with other organizations that increase lifesaving. If you transfer animals to other organizations, we have asked for information regarding your top transfer partners. If you transfer animals into your organization from other organizations, we have asked for information on those top partners from which you transfer in animals. For organizations that do not provide animal control sheltering services, we have asked for the name of your local animal control agency

and information about whether you assist such agencies to help animals in need in your community. The remaining questions relate to partnering with Petco.

6. **Purpose of funding request:** This section will help us better understand the needs of the animals in your community and your organization's plans to serve such needs. Although we have asked for the primary purpose or purposes of your funding request, decisions are not made and funding is not allocated primarily by purpose of funding or program type. We believe that leaders of effective organizations are best positioned to determine the animal needs in your community and that each community may vary. We also do not seek to fund particular situations, but instead we desire to invest proactively in building solid organizations to enable them to handle situations as they occur. Consequently, when reviewing your funding request, we are assessing your organization's past effectiveness in assisting animals, as well as the likelihood that our investment will make a positive impact on saving animal lives in the future.
- a. Indicate the primary purpose or purposes of your funding request.
You may submit a request for more than one purpose. If you select more than one purpose, you are required to provide the amount needed for each purpose. One of the stated purposes is a Lifesaving Impact Award. A lifesaving impact award is any grant request of \$100,000 or more. *You may only request a lifesaving impact award provided your organization meets the qualifications and completes the requirements referred to for such award below.*
 - b. How will your organization utilize the investment made by the Petco Foundation? After you have indicated the amount and purpose of your grant request, please provide additional information about how you will utilize a grant by the Foundation. The details provided should be directly related to the amount and type of investment that you are requesting.

For smaller organizations, this plan may simply include increasing outreach for fosters and volunteers to take in and adopt more animals. For sponsorship requests, details should include information about your event, including the date, number of attendees and recognition of the Petco Foundation. If you are requesting funds for an adoption event, please provide us your specific goal for the number of animals that you expect to adopt at the event. Please be advised that we are unable to supply significant product, coupons, volunteers, personnel support and event attendees. For larger requests, your description may be more extensive focusing on increasing positive outcomes, or decreasing intake and providing care to community owned animals in need. The Petco Foundation prefers to fund requests where our investment will increase lifesaving programs and not merely fund programs that continue the status quo.

The Petco Foundation believes that governments and non-profits can work together to help save the animals in our communities, and we welcome requests from government agencies/departments. However, requests from government organizations should be focused on increasing lifesaving efforts, which could be programs and resources, needed to increase adoptions, return to owners, etc. The Petco Foundation grants may not be utilized to meet the needs of or subsidize government obligations to care for the animals in their communities.

- 7. Attachments:** Financial documents may be required to be uploaded to your application. Additional documentation such as W-9s, tax-exempt letters and other relevant materials may also be necessary. If you are applying for a lifesaving impact award, you must also submit your lifesaving impact plan (see details below).

Lifesaving Impact Award/Plan—If your organization serves a significant number of animals (at least 2,500 annual intake), you may apply for a lifesaving impact award. Lifesaving impact awards are grants of \$100,000 or more and/or multi-year awards. Lifesaving impact awards are very limited and the process to request such award is more extensive. The amount of such award that your organization is seeking should be directly related to the number of animals that your organization serves, the percentage impact that our investment will make on your lifesaving efforts and many other factors.

Finalists for lifesaving impact awards may be required to submit additional information to the Foundation or participate in interviews prior to a decision being rendered. Lifesaving impact awards may be submitted for any purpose provided that your lifesaving impact award is expected to result in an increase in your lifesaving percentage or other significant positive impact for the animals of your community. *You should not submit a lifesaving impact award grant unless your organization has a detailed plan to increase the lifesaving rate in your community, and our investment will assist in such efforts.*

Lifesaving impact awards may be submitted for a variety of purposes, such as capital improvements, staffing and resource building, equipment needs, medical care, etc. We simply request that you submit a clear written plan regarding your organization's overall programs and why you are seeking an award. Your plan should provide the history of your organization's efforts to save animals, the current state of animal welfare in your community, the purpose for our investment, and how this investment will increase your future lifesaving efforts, including your specific goals and strategies.