



# 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 to support your lifesaving efforts. As our application or 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 necessary to be considered for funding.

## QUALIFICATIONS

**Organization Type:** Our 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. Please read the descriptions below and select the most appropriate category for your organization:

- **Animal Control agencies & non-profit organizations responsible for animal control sheltering.** This application is available to governmental agencies or nonprofit organizations that are providing animal control sheltering per local ordinance (as all, or a substantial part of operations). Your organization should apply under this application if:
  - You are a government agency, department or division providing animal control sheltering; or
  - You are a 501c3 nonprofit organization and you are providing animal control sheltering as a service
- **SPCA/humane societies and other non-profits that operate primarily out of an animal sheltering facility.** This application is available to nonprofit organizations such as SPCAs, humane societies and other similar types of nonprofit organizations that operate primarily from a building or facility for sheltering animals until adoption.
  - Organizations applying under this application may also perform significant other functions like spay/neuter surgeries and veterinary clinic services in addition to the primary service of placing animals up for adoption.
  - **IMPORTANT:** If your organization provides animal control sheltering via contract as a *substantial* part of your operations, please select the application for organizations responsible for animal control sheltering. If contracted animal control is a *minimal* part of your operations, this application is appropriate.
- **Non-profit organizations that are primarily foster-based rescues.** This application is available to nonprofit organizations that are providing adoption services for animals in need. Your organization should apply using this application if:
  - You are a 501c3 nonprofit organization;
  - A primary service of your organization is temporarily caring for animals in need for the purpose of finding them new homes; and
  - Your organization is primarily a foster-based organization (meaning the great majority of the animals are cared for in foster homes).

For the organization types listed above:

- ✓ Applicants may submit one proposal per grant cycle.
- ✓ For organizations receiving multi-year funding, all installment payments must have been completed before submitting a new application.
- ✓ For organizations that have received funding in the past, all outstanding follow-up reports (including all annual reports for multi-year grants) for previous awards must be completed before submitting a new application.
- ✓ Organizations that have not received support in the first cycle will be given priority consideration in the second cycle within each calendar year.
- ✓ 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.

If your organization is primarily one of the types listed below, please **do not** fill out an application at this time.

- ✓ Spay/neuter clinics
- ✓ Community cat support and TNR organizations
- ✓ Service and therapy animal organizations
- ✓ *Pet food bank (no application is currently available)*
- ✓ *Sanctuaries (no application is currently available)*
- ✓ *Community pet support organizations (no application is currently available)*
- ✓ *“Friends of” organizations (no application is currently available)*

## QUESTION LIST

### GENERAL INFORMATION SECTION

1. **Your organization’s primary mission and purpose:** This question confirms that you have selected the appropriate application for your organization type. You should read and confirm that the description matches the description of your organization and if not, do not continue.
2. **Grant cycle name:** Enter the description as described.
3. **Amount requested:** Please indicate the total amount you are seeking for all programs, events and operations detailed in your application. If your organization serves a significant number of animals (at least 2,500 annual intake), you may qualify to apply for a Lifesaving Impact Award. Lifesaving Impact Awards are investments of \$100,000 or more and/or multi-year awards. These types of investments are very limited and require an additional attachment detailing your lifesaving impact plan. Please see the Lifesaving Impact Award section of this document for additional information and a description of the Lifesaving Impact Plan attachment document required.
4. **Petco VIN:** Please provide your organization’s 4-6 digit Petco VIN (Vendor Identification Number) if known. If you do not know or do not have a VIN, please leave this question blank.

### INVESTMENT PURPOSE SECTION

Your organization may apply for any lifesaving purpose, or multiple purposes, within this application.

1. **Primary purpose:** Use the drop-down menu to select the primary purpose of your funding request. If you qualify, and are applying for a Lifesaving Impact Award, please select “Lifesaving Impact Award”.

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 ask for the primary purpose or purposes of your funding request, decisions are not made and funding is not allocated by purpose of funding or program type. We believe that leaders of effective organizations are best positioned to determine the animal needs in their communities and that each community's needs may vary. Consequently, when reviewing your funding request, we are assessing your organizations past effectiveness in assisting sheltered animals, as well as the likelihood that our investment will make a positive impact on saving animal lives in the future.

2. **Secondary purpose:** Use the drop-down menu to select the secondary purpose (if any) of your funding request.
3. **Additional purpose:** Use the drop-down menu to select an additional purpose (if any) of your funding request.
4. **Date of event:** If your request is for sponsorship of an event, please provide date of event. List one date only even if the event is longer than one day or multiple events.
5. **Amount per purpose:** If you selected more than one purpose, indicate the amount requested for each purpose.
6. **Use of investment:** Describe how your organization will utilize the investment made by the Petco Foundation, if granted.

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, number of adoptions, recognition of the Petco Foundation, and other pertinent details. *Please be advised that we are unable to supply product, coupons, volunteers, personnel support, and event attendees.*

For other 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 nonprofits 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.

### **ANIMAL INTAKES AND OUTCOMES**

Animal data is critical to our grant decision process. 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.
- 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—Intakes 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**.

***We recommend you utilize our sample data worksheet to ensure your data is accurate. Your application will not be considered for funding if the data submitted is not correct.***

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

Intake information:

1. **On-hand (in care) as of January 1<sup>st</sup>:** 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 animals \*\*** (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:

1. **Adopted**
2. **Returned to owner**
3. **Transferred out to other organizations**
4. **Died in care**
5. **Euthanized**
6. **Other animal outcomes \*\***(we would expect that this number would be very minimal and include dispositions like escaped from care or other unusual situations)
7. **On-hand (in care) on December 31** (your ending animal count for the year)
8. **Total outcomes for the year** (the sum of items 1 - 7 above)
  - ***Important: Total outcomes includes your on-hand (in care) on December 31***

***\*\* Please describe as indicated within the application***

### **SPAY AND NEUTER ACTIVITIES**

Please indicate the total number of surgeries performed on shelter animals, publicly owned animals, and community/feral cats as well as the total number of surgeries performed which should equal the three categories added together. Enter "0" for any category in which no surgeries were performed.

1. **Shelter animal surgeries:** Enter the number of shelter animal spay and neuter surgeries during the year that were performed in your clinic or funded by your organization, but performed in another location.
2. **Publicly owned animal surgeries:** Enter the number of public animal spay and neuter surgeries that were either performed in your clinic or funded by your organization, but performed in another location.

3. **Feral or community cat surgeries:** Enter the number of feral or community cat spay and neuter surgeries during the year that were either performed in your clinic or funded by your organization, but performed in another location. Enter animals not otherwise included in shelter or public surgeries, do not double count.
4. **Total spay and neuter surgeries:** Enter the total number of spay and neuter surgeries during the year that were either performed in your clinic or funded by your organization, but performed in another location. Total should equal shelter + public + feral/community cat surgeries.

#### OTHER OPERATIONAL INFORMATION

1. **Number of Field Officers on staff:** If you do not conduct animal control or humane law enforcement field operations, please indicate "0".
2. **Total number of days CLOSED for adoptions:** During a 365 day-year
3. **Extended hours:** Number of weekend hours and weekday hours after 5pm OPEN for adoptions during a typical week (excluding any holiday weeks).
4. **Average DOG adoption fees:** Select your average adoption fee from the drop-down list.
5. **Average CAT adoption fees:** Select your average adoption fee from the drop-down list.
6. **Adoption promotion:** Do you do adoption promotions? Select yes or no.
7. **Adoption time frame:** Select the typical time period for an animal to be given to an adopter after the application is completed from the drop down list.
8. **If not "same day", please indicate reason(s):** Check all reasons that apply.
9. **Other reason not same day:** If you selected "other" above, please specify reason.
10. **Adoption approvals:** Select the estimated percentage of adoption applications you approve from the drop-down list.
11. **Satellite adoption centers:** Please indicate the total number of satellite adoption centers. Satellite adoption center refers to adoption space inside another business where animals are housed and shown for adoption. For example, cat housing in a Petco store would be considered a satellite adoption center.
12. **Location:** Please provide business name, city and state of the location of any satellite adoption centers.
13. **Shelter software:** Select the shelter software you use to track your information from the drop-down list.
14. **Other software:** If you selected "other" above, please indicate the name of the shelter tracking software used.
15. **Shelter statistics:** Please let us know if you publish statistics on your website at least annually similar to the information listed in the **animal intake and outcome** section or in format as established by the Asilomar Accords, Shelter Animals Count or a similar format listing a breakdown of your incoming and outgoing statistics.
16. **Shelter Animals Count:** Does your organization submit data to Shelter Animals Count?
17. **Transfers:** Do you transfer animals to or from other organizations?
18. **Supporting animal control shelters:** Do you transfer in animals from your local animal control shelter(s)? Select the response that best fits your situation.
19. **Top 3 transfer partners:** Please provide the full name and address of your top three transfer partners, and the approximate number of animals transferred in and out per group.

#### PETCO FOUNDATION PARTNERSHIP INFORMATION & REFERENCES

1. **Petco Foundation adoption partnership:** Is your organization an approved Petco Foundation Adoption Partner and do you actively participate in adoptions with your local Petco store(s)?
2. **Frequency:** If yes, how often do you bring animals for adoption to Petco stores?
3. **Adoptions at Petco stores:** If yes, how many adoptions did you do at Petco stores?
4. **Welcome to the Family:** Are you aware of the Welcome to the Family program that allows you to distribute vouchers to adopters that can be redeemed at a Petco store for a new pet parent kit?
5. **Ordering Welcome to the Family vouchers:** Has your organization ordered Welcome to the Family vouchers to distribute to adopters?

6. **Interest in partnership:** If not a current adoption partner, are you interested in becoming a Petco Foundation adoption partner?
7. **Partnership obstacle:** If you are not interested in partnering with your local Petco for adoptions, please select the primary reason why not. This will enable us to better assist our partners in an effort to support pet adoptions.
8. **Other reason:** If you selected "other" above, please provide additional information.
9. **Recommendations:** Please list names, contact information and a brief description of your relationship for those willing to provide a recommendation for your organization. Include Petco employees and others.
10. **Partner newsletter:** Enter any email addresses for people associated with your organization who should receive important updates regarding grants, adoptions, and other exclusive partner information.

**Recognition:** *Your recognition of the Petco Foundation within your community encourages Petco customers to feel confident in making a donation to the Petco Foundation at the register when they shop. This fundraising in small amounts (on average just under \$2 per transaction) helps support the Foundation's grants program in a way that does not diminish your own fundraising efforts. It's incredible that simply by collecting these small contributions we are able to provide more than \$30 million in investment support each year!*

*The Petco Foundation makes these investments (grants) to achieve our mutual objective of saving lives. Our support is generally not restricted to a specific program but instead supportive of any purpose that achieves that goal. Because we support organizations, not programs, the Foundation seeks to be recognized as an organizational supporter rather than the supporter or underwriter of a specific program.*

*Examples of appropriate recognition include "XYZ organization is proudly supported by the Petco Foundation" on a website, newsletters, banners, annual reports, signs or press releases (materials will need to be approved in advance).*

*Other examples include:*

- *Recognizing the Petco Foundation in conjunction with an adoption or fundraising event ("Lifesaving supported by the Petco Foundation").*
- *Recognizing the Petco Foundation when announcing lifesaving achievements ("XYZ organization met our goal of neutering 100 pets this month with support from the Petco Foundation").*

*Examples of recognition that may not be approved include:*

- *"This vaccination/wellness clinic is sponsored by the Petco Foundation" on announcements, websites or flyers.*
- *"The services provided in zip code 55555 are sponsored by the Petco Foundation"*

11. **Recognition:** If the Foundation makes an investment in your organization, please share your ideas of how you will recognize the Petco Foundation keeping the above mentioned recognition objectives in mind.

## **FINANCIAL INFORMATION**

**Total expenses and total revenue:** Please have your Form 990, if applicable, or other organizational documents available when filling out the application to assure that you submit accurate amounts.

- If your organization is a non-profit that files a Form 990, please answer the questions with the amounts listed on the first page of your Form 990 for **total revenue** and **total expenses**. 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.
- 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.
- 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.
- Timing of financial information. If you are a calendar year nonprofit, your most recent calendar-year financial information is required. If you are a fiscal-year organization, your most recent fiscal-year financial information is required.

**Amount of expenses government funded:** If you perform animal control services for a community, we expect you are paid/reimbursed for some portion of those expenses. Please enter the amount of direct funding from local or state government including any contracts, grants or other payments.

- If you DO perform animal control services, and DO NOT receive any government funding whatsoever, enter "0" and please explain why below.
- If you do not perform animal control services, and do not receive any government funding, enter "0".

If your organization provides animal control sheltering or animal control services per local ordinances, and receives "0" government funding, please explain your situation in the text box provided. *If you do not perform animal control sheltering please skip to the next question.*

**Current budgeted expenses:** Enter the total expense amount for your current budget.

### **ATTACHMENTS AND CERTIFICATIONS**

**Documents Required:** Certain documents must be attached to this application based on the type of organization:

- Non-profit organizations:
  - Completed and signed W-9 form
  - A copy of your IRS 501c3 determination letter. Letters from the IRS issuing an EIN are not acceptable. Organizations must file the IRS 1023 form to receive the appropriate tax-exempt determination letter.
- Governmental agencies:
  - Completed and signed W-9 form
  - Completed and signed Application for Governmental Agencies or Organizations

*Links to the W-9 and Application for Governmental Agencies or Organizations forms are found in the "attachment" section of the application.*

Forms requiring signatures must be printed, signed, converted to a pdf and uploaded. You may use the "fax to file" feature or create your own pdf. *Applications that do not include these documents will be denied.*

### **LIFESAVING IMPACT AWARD REQUIREMENTS**

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.

*Lifesaving impact awards requests may be submitted for any lifesaving purpose. With a request for a lifesaving impact award you are required to submit a detailed plan to increase the lifesaving rate in your community, and describe how our investment will assist in such efforts.*

Your plan should describe your organization's overall programs and why you are seeking an award. Your plan should also 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.

Summary - you may apply for a lifesaving impact award if you:

- Are eligible to apply for funding based on the QUALIFICATIONS section at the beginning of this document
- Have an intake of at least 2,500 animals annually
- Have a detailed plan including the history and future of your organization & community's lifesaving progress