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: All applicants are evaluated based on <u>organization type</u> 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 select the correct category 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 category is for governmental agencies or nonprofit organizations providing animal control sheltering per local ordinance (as all, or a substantial part of operations). You should select this organization type if:
   o You are a government agency, department or division providing animal control sheltering and adoptions; or
   o You are a 501c3 nonprofit organization and you are providing animal control sheltering as a service in addition to adoptions.

➢ **SPCA/humane societies and other non-profits that operate primarily out of an animal sheltering facility.** This category is for 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. Your organization should apply using this application if:
   o You are a 501c3 nonprofit organization;
   o A primary service of your organization is temporarily caring for animals in need for the purpose of finding them new homes; and
   o You operate out of a sheltering facility.
   o 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.
   o IMPORTANT: If your organization provides animal control sheltering via contract as a *substantial* part of your operations, please select the animal control category. If contracted animal control is a *minimal* part of your operations, this category 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:

- o You are a 501c3 nonprofit organization;
- o A primary service of your organization is temporarily caring for animals in need for the purpose of finding them new homes; and
- o 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:

- ✓ There is one grant cycle available during each year.
- ✓ Applicants may submit <u>one</u> 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.
- ✓ 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
- ✓ *Sanctuaries (no application is currently available)*
- ✓ *Community pet support organizations (no application is currently available)*
- ✓ *"Friends of" organizations (no application is currently available)*
- ✓ *Organizations unrelated to the animal welfare field (no application is currently available)*

QUESTION LIST

GENERAL INFORMATION

- • **Grant cycle name:** Enter the description as described.
- • **Organization type:** Refer to the organization type descriptions above and select the appropriate type for your organization.
- • **Organization type, other:** If you selected "other" in the organization type field, please describe your organization's mission and purpose.

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** <u>MUST</u> equal your **Total Animal Outcomes***.*

We strongly encourage you utilize our sample Animal 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.

<u>**Animals on-hand – starting count:**</u> 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.

- **On-hand: Cats in care as of January 1ˢᵗ:** Enter the number of cats on-hand as of January 1. If you do not handle cats enter "0" for this and all other "cat" related fields in this section.
- **On-hand: Dogs in care as of January 1ˢᵗ:** Enter the number of dogs on-hand as of January 1. If you do not handle cats enter "0" for this and all other "dog" related fields in this section.
- **On-hand: Other animals in care as of January 1ˢᵗ:** Enter the number of other animals on-hand as of January 1. If you do not handle other animals enter "0" for this and all other "other animal" related fields in this section.

<u>**Live animal intakes:**</u> Enter the total number of dogs, cats or other animals you received during the year in the categories below. If you do not take in animals described in a particular field, enter "0".

- **Intakes: stray cats**
- **Intakes: stray dogs**
- **Intakes: stray other animals** (excluding wildlife)

- **Intakes: owner surrendered cats**
- **Intakes: owner surrendered dogs**
- **Intakes: owner surrendered other animals** (excluding wildlife)

- **Intakes: cats transferred in**
- **Intakes: dogs transferred in**
- **Intakes: other animals transferred in** (excluding wildlife)

- **Intakes: cats, other intake types:** Other cats received that do not fit in the categories above. Please provide additional information the text box below.
- **Intakes: dogs, other intake types:** Other dogs received that do not fit in the categories above. Please provide additional information the text box below.
- **Intakes: other animals, other intake types** (excluding wildlife): Other animals received that do not fit in the categories above. Please provide additional information the text box below.

- **TOTAL cats received/cared for: s**um of <u>cats on-hand starting count</u> and <u>cat intake</u> fields above. *This number is automatically calculated on the downloadable worksheet.*
- **TOTAL dogs received/cared for:** sum of <u>dogs on-hand starting count</u> and <u>dog intake</u> fields above. *This number is automatically calculated on the downloadable worksheet.*
- **TOTAL other animals received/cared for:** sum of <u>other animals on-hand starting count</u> and <u>other animal</u> Intake fields above. *This number is automatically calculated on the downloadable worksheet.*

- **TOTAL all animals received/cared for:** sum of <u>total cats</u>, <u>total dogs</u>, and <u>total other animals</u> received/cared for fields. *This number is automatically calculated on the downloadable worksheet.*

<u>**Animal outcomes**</u>

- **Outcomes: cats adopted**
- **Outcomes: dogs adopted**
- **Outcomes: other animals adopted**

- **Outcomes: cats returned to owner**
- **Outcomes: dogs returned to owner**
- **Outcomes: other animals returned to owner**

- **Outcomes: cats transferred out**
- **Outcomes: dogs transferred out**
- **Outcomes: other animals transferred out**

- **Outcomes: cats died in care**
- **Outcomes: dogs died in care**
- **Outcomes: other animals died in care**

- **Outcomes: cats euthanized**
- **Outcomes: dogs euthanized**
- **Outcomes: other animals euthanized**

- **Outcomes: cat, other outcome types**
- **Outcomes: dog, other outcome types**
- **Outcomes: other animals, other outcome types**

<u>**Animals on-hand – ending count:**</u> 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 ending animal count for the year.

- **On-hand: cats in care as of December 31st**
- **On-hand: dogs in care as of December 31st**
- **On-hand: other animals in care as of December 31st**

- **TOTAL cat outcomes:** Sum of all <u>cat outcome</u> and <u>cats on-hand ending count</u> fields above.
- **TOTAL dog outcomes:** Sum of all <u>dog outcome</u> and <u>dog on-hand ending count</u> fields above.
- **TOTAL other animal outcomes:** <u>other animal outcome</u> and <u>other animal on-hand ending count</u> fields above.

- **TOTAL outcomes:** Sum of <u>total cat</u>, <u>total dog</u>, and <u>total other animal</u> outcome fields.

 <u>TOTAL animals received/cared for</u> MUST equal your <u>TOTAL outcomes</u> (see instructions and use the <u>Animal Data Worksheet</u>)

Other intake/outcome types described

- **Describe other intake types**: If you had <u>other intake types</u>, please describe the other methods of receiving those animals (remember to exclude DOA animals).
- **Describe other outcome types:** If you had <u>other outcome types</u>, please describe the other methods by which those animals exited your care (remember to exclude DOA animals).

OPERATIONS: SPAY AND NEUTER ACTIVITIES

Please indicate the total number of surgeries performed on shelter animals, publicly owned animals, and community/feral cats. Then enter 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.

- **Shelter animal surgeries:** Enter the number of shelter animal spay and neuter surgeries.
- **Publicly owned animal surgeries:** Enter the number of public animal spay and neuter surgeries.
- **Feral or community cat surgeries:** Enter the number of feral or community cat spay and neuter surgeries. Enter animals not otherwise included in shelter or public surgeries, do not double count.
- **Total spay and neuter surgeries:** Enter the total number of spay and neuter surgeries. Total should equal shelter + public + feral/community cat surgeries.

FINANICAL INFORMATION

Please take care to refer to your Form 990 tax returns or financial documents for accurate information. Incorrect information in this section can cause your application to be denied.

- **Total expenses:**
  - If you are a nonprofit, please <u>provide the amount listed on the total expenses line of your Form 990</u>. If you do not file a 990, locate the total expenses line on your prepared financial statement.
  - If you are a government agency, please provide the <u>amount of funding allocated for all animal sheltering, animal care, and other expenses</u>. Please do not provide the entire budget for your municipality or department. If you do not have a published animal sheltering budget, you will need to provide us your internal operational budget for animal welfare services.
- **Total Revenue:**
  - If you are a nonprofit, please <u>provide the amount listed on the total revenue line of your Form 990</u>. If you do not file a 990, locate the total expenses line on your prepared financial statement.
  - If you are a government agency, your revenue consists of all government funding provided, plus all other grants, donations, and fees for service or other payments received. <u>Please provide your total revenue amount for the year</u>. Revenue cannot equal zero but must at least be equal to your expenses.
- **Portion of revenue funded by government:** Please enter an amount for the portion of total revenue that is direct funding from local or state government including any contracts, grants or other payments.
  - If you perform animal control sheltering, and do not receive any government funding, enter "0" and please explain why below.
  - If you do not perform animal control services, and do not receive any government funding, enter "0".

- **Zero government funding explanation**: If your organization provides animal control sheltering or animal control services per local ordinances, and receives "0" government funding, please explain your situation.

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.

OPERATIONS: TRANSFER PARTNERSHIPS

- **Do you transfer animals to or from other organizations?** (select one answer)
    - Yes, we primarily transfer animals out to other organizations
    - Yes, we primarily transfer animals in from other organizations
    - No, we do not transfer animals in or out
- **Transfers from animal control:** Do you <u>transfer in</u> animals from your <u>local</u> animal control shelter(s)? (select one answer that best describes your situation)
    - Yes
    - No, animal control does not need our assistance/they are saving most of the animals in their care
    - No, animal control does not have a transfer program
    - No, animal control has not approved us as a transfer partner or has onerous requirements
    - No, we receive our animals from other organizations or directly from the public
    - No, we are the local animal control shelter
- **Top 3 transfer partners:** Please provide the full name and address of your top three transfer partners, and the approximate number of animals transferred <u>in or out</u> per group. Indicate whether or not the organization is an animal control shelter local to your organization.
- **Your local animal control organization:** What is the name of your primary local animal control organization? *Enter "N/A" if your organization is the local animal control organization.*

OPERATIONS: OTHER INFORMATION

- **Total number of days CLOSED for adoptions**: Indicate the total number of days you are CLOSED for adoptions, or if a foster-based organization, indicate the number of days in which you do not meet with adopters (ie holidays, weekdays, etc).
- **Extended hours:** Number of weekend hours and weekday hours after 5pm OPEN for adoptions during a typical week (excluding any holiday weeks). *Foster-based organizations please indicate "0".*
- **Average DOG adoption fees:** Select your average adoption fee from the drop-down list.
- **Average CAT adoption fees:** Select your average adoption fee from the drop-down list.
- **Foster care:** In the previous year, how many cats, dogs, and other animals did you place in foster care.
    - **Cats placed in foster care**
    - **Dogs placed in foster care**
    - **Other animals placed in foster care**
- **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.
- **If not "same day", please indicate reason(s):** Check all reasons that apply.
- **Other reason not same day:** If you selected "other" above, please specify reason.

- **Adoption approvals:** Select the estimated percentage of adoption applications you approve from the drop-down list.
- **Adoption locations:** Please indicate total number of off-site locations (other than your shelter(s) if you have one) where animals are regularly showcased for adoption. Showcasing pets in a Petco store or other retailer would be considered an off-site location.
- **Location:** Please provide business name, city and state of the location of any adoption centers excluding your own shelter.
- **Shelter software:** Select the shelter software you use to track your information from the drop-down list.
- **Other software:** If you selected "other" above, please indicate the name of the shelter tracking software used.
- **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 break-down of your incoming and outgoing statistics.
- **Shelter Animals Count:** Does your organization submit data to Shelter Animals Count?

INVESTMENT PURPOSE SECTION

As one of the nation's largest funders of animal welfare causes, the Petco Foundation seeks to support organizations that continually endeavor to achieve a high standard of doing more, and are determined to save as many lives as possible with our lifesaving investments. **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".

Although we ask for the investment purposes, 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.

- **Investment purpose**: Should the Petco Foundation select your organization for a lifesaving investment, please indicate how you intend to use the funds provided. You may select up to, but no more than THREE choices:
    - **Adoption preparation (animal care, vaccinations, necessary medical treatments, spay/neuter)**
    - **Adoption promotion (adoption marketing and sponsorship of adoption events)**
    - **Public spay and neuter**
    - **Feral cat TNR**
    - **Vehicle**
    - **General equipment**
    - **Capital contribution (building and fixed asset needs)**
    - **Training and education**
    - **Sponsorship of a non-adoption event**
    - **Lifesaving Impact Award (see instructions in suggested amount section)**
    - **Other**
- **Use of investment:** Please describe how an investment made in the purposes described above will help your organization achieve its lifesaving goals and objectives. Provide specific details for each purpose. The details provided should be directly related to the amount and type of investment that you are requesting.

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.

- **Suggested amount:** The Petco Foundation uses the information provided in your application to evaluate your organization's effectiveness and efficiency against your peers in the field, what we call your Lifesaving Rate of Return (LRR). Investment amounts are determined through a combination of your LRR, the number of sheltered/rescued animals impacted, and your organization's partnership with the Petco Foundation. Please provide a suggested grant amount in the box below. Keep in mind that your grant award, based on our evaluation of your organization, may differ from your suggested amount.
    - *NOTE: Investments of $100,000 or more are considered **Lifesaving Impact Awards**. Your organization <u>must shelter a minimum of 2,500 animals</u> in order to qualify of an award of this size. These types of grants are very limited and require an additional attachment detailing your lifesaving impact plan. Requests may be submitted for any purpose that is expected to result in an increase in your lifesaving results, or other significant positive lifesaving impact for the animals of your community. **You should not submit a lifesaving impact award request unless your organization has a detailed plan to increase the lifesaving rate in your community**. 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. Upload your plan in the "attachment" section of this application.*

PETCO FOUNDATION PARTNERSHIP INFORMATION & REFERENCES

- **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)? (select one answer)
- **Frequency:** If yes, how often do you bring animals for adoption to Petco stores? (select one answer)
- **Partnership obstacle:** If you are not interested in or not able to partner 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. (select one answer)
- **Other reason:** If you selected "other" above, please provide additional information.
- **Welcome to the Family:** Are you familiar with Petco's **Welcome to the Family** new pet parent starter guides?
- **Ordering Welcome to the Family materials:** Has your organization ordered **Welcome to the Family** stickers to distribute to adopters?

- **Rehome by Adoptapet.com and the Petco Foundation:** Rehome is a national online platform to help reduce owner surrenders to your organization and still provide you with an adoption fee. Does your organization refer people seeking to rehome their pets to: **rehome.adoptapet.com?**
- **Rehome: If no, reason(s) why:** If you are not using Rehome by Adoptapet.com and the Petco Foundation, and do not intend to use or refer people to the service, please let us know why:
- **Finding Rover:** Finding Rover is a national lost and found database which utilizes pet facial recognition to help reunite lost pets with their owners. Does your organization use and refer people to **findingrover.com** to reunite lost and found pets with their families?
- **Finding Rover: If no, reason(s) why**: If you are not using Finding Rover, and do not intend to use or refer people to the service, please let us know why:
- **Petco Foundation marketing toolkits**: Does your organization use the marketing toolkits provided by the Petco Foundation to help promote adoptions in Petco stores, Holiday Wishes grant submissions, and other marketing and event opportunities?
- **Marketing toolkits: If no, reason(s) why:** If you are not using the marketing toolkits provided by the Petco Foundation, and do not intend to use them, please let us know why:
- **Marketing toolkits: Feedback**: We'd appreciate any feedback you'd like to provide about the marketing toolkits made available to partners:
- **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.
- **Email newsletter:** We value partnership. Utilizing the tools we provide to promote adoptions, and the Petco Foundation generally, enables us to continue to raise funds that are distributed directly to our animal welfare organization partners. Is everyone in your organization who should be receiving our partner newsletter signed up? If not, please indicate email addresses below for those that would like to receive important updates regarding grants, adoptions and other exclusive partner information. (enter up to three email addresses)

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. And while you can use the funds for any lifesaving purpose, our preference is for recognition to be associated with pet adoption, transports or foster care.

- **Recognition:** If the Foundation makes an investment in your organization, please share your ideas of how you will recognize the Petco Foundation. If your request includes an event, please provide example sponsor benefits.
- **Date of event:** If your request is for sponsorship of an event, please provide date of event (if known). List one date only even if the event is longer than one day or multiple events.

ATTACHMENTS AND CERTIFICATIONS

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

- Non-profit organizations:
  - IRS Form 990 excluding schedules (if you are required to file a 990) or financial statements

- o Completed and signed W-9 form
- o 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:
  - o Department or divisional budget (not your entire municipal budget)
  - o Completed and signed W-9 form
  - o 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.

You 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