



2024 Annual Grant Application Guidelines

Since 2008, we've been on a mission of providing grants to shelters and rescues across the country to increase dog adoption. Over the past 15 years, we've provided over \$12 million in grant funding, helping over 800,000 dogs. Our goal is to support more than \$1M in grant funding this year, and we encourage every interested 501(c)(3) shelter and rescue to apply. Our vision is a day when all dogs are safe, secure, cared for and loved – and we know this depends on the tireless and compassionate work you do every day. We are proud to be partnering with you to support your efforts.

To be considered for a PEDIGREE Foundation grant to support your lifesaving initiatives, we require a completed online application. As our application guidelines 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.

Funding Categories:

PEDIGREE Foundation will only be funding grant requests in the following three categories:

- **Foster programs** that move dogs temporarily into loving homes while they await adoption, with foster parents to care and advocate for them.
- **Behavior programs** that help with socialization, training and stress relief so dogs can move beyond behaviors that might hinder their adoption into loving, forever families. This can include in shelter as well as post adoption behavior support programs.
- **Transport programs** that support sending or receiving organizations in moving dogs from areas of overpopulation to areas where they're more likely to be adopted.

Like previous years, please note that we will not be funding any requests for medical supplies or veterinary care related expenses; this includes spay and neuter programs, treatments or vaccines, medical equipment, etc.



PEDIGREE Foundation grant opportunities in 2024 include the following:

- **DOGS RULE.™ Grant (\$50,000 a year for two years)** – one grant is available in 2024 to support an innovative best practice initiative that focuses on increasing adoptions rates with a requirement to deliver a toolkit by the end of the program to share with the animal welfare community through PEDIGREE Foundation host a related webinar. [Apply here](#) or at pedigreefoundation.org/shelters-grant/.
- **Program Development Grants (\$10,000 - \$15,000)** – to increase adoption rates, with funding available for the following types of programs: foster, behavior or transport. We are not able to fund capital campaigns. We will consider capital project funding this year if related to foster, behavior or transport. [Apply here](#) or at pedigreefoundation.org/shelters-grant/.
- Also, as was true in prior years, applications are open all year for **Disaster Relief Grants** for natural disasters, puppy mill seizures or hoarding situations. These are available through a separate application process, which you can access [here](#).

Applying for 2024 Annual Grants

The 2024 annual grant cycle opens on March 1. Applications are due by April 14, 2024.

You may apply for a DOGS RULE.™ grant and a Program Development grant in the same grant cycle, but only one grant will be awarded per organization. If an applicant applies for multiple grant categories, the highest grant award that they qualify for will be awarded to them. Note that receiving disaster relief funding of any sort will not disqualify you from the possibility of receiving other award funding.

All applicants for PEDIGREE Foundation grants must hold a current 501(c)(3) designation from the U.S. Internal Revenue Service and have a shelter or rescue that operates in the U.S. for a minimum of two years. If your status is not current for any reason, your application will be denied. In addition, failure to comply with reporting requirements for previous grant awards will eliminate organizations from consideration in 2024.



Who Should Apply

PEDIGREE Foundation limits its grant awards to funding 501(c)(3) shelters and rescues in the U.S. with programs that ultimately support dog adoption in the following areas: foster, behavior and transport. If you are a municipal shelter with a partner "Friends of" 501c3 organization, please have them apply for the grant.

Specifically, our grants are intended to:

- help improve the quality of care for dogs while in shelter or rescue to increase their adoption potential
- increase adoption rates within shelters or rescues through programs and/or new initiatives in the animal welfare community

Please review our past award recipients [here](#) as a reference.

DOGS RULE.™ Grant Guidelines

- This is a TWO-YEAR grant -- \$50,000 each year (2024 & 2025) for a total grant program funding of \$100,000. One DOGS RULE.™ grant is available for 2024.
- To be considered for a PEDIGREE Foundation DOGS RULE.™ grant, the project(s) or program(s) for which the funds would be used must be a new, creative and innovative initiative that could potentially serve as a best practice model for other shelters and rescues to help them increase their dog adoption rates.
- The project or program impact must be measurable and show adoption rate success attributable to grant funding in the following areas: foster, behavior or transport. In addition to measurable outcomes, the recipient will be required to create a policy manual or toolkit that is easily shareable within the animal welfare community.
- Semi-finalists will receive an unannounced, on-site visit by an auditor who will assess the current state of care for the animals in your program. Organizations that are awarded the DOGS RULE.™ grant will also receive an additional on-site audit during the two-year grant award period. These audits will allow the organizations to demonstrate how the grant funds have been utilized up to that point and the program's results to date.



- Organizations that are awarded a DOGS RULE.™ grant will be required to submit interim and final reports including a narrative of program results as well as updated financial documents. These reports should show how your community of support and the direct impact the program has had or is having on number of dogs helped and how this is increasing dog adoption rates.

Selection Criteria

- Applications will be evaluated based on the program's innovative initiative (foster, behavior, transport) that could potentially serve as a best practice model for other shelters and rescues to help them increase their dog adoption rates.
- Grant applicants must subscribe to the Guidelines for Standards of Care in Animal Shelters published by The Association of Shelter Veterinarians.
- **Applications must be fully completed, signed by an authorizing official, and submitted by the application deadline of April 14, 2024, at midnight CT.**
- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
 - **Audited (by a third party) 2021 and 2022 financial statements** (2023 if completed). At this time, unaudited financial statements or other forms of financial reporting **will not** be accepted for this grant program.
 - 2021 and 2022 990 forms (2023 990 forms if you have already filed)
- Note that organizations that receive this grant must submit their 990 forms each year they receive funding for the two-year grant. Financial information submitted by applicants must demonstrate organizational and financial stability.
- Applicants must submit a narrative describing the program or project for which they intend to use the grant funds. This narrative must include:
 - Program's clearly defined purpose (addresses a current need), strategy, and benefit to organization
 - Program outlines specific goals with metrics to measure success
 - Evidence of community partnerships and engagement
 - Evidence of active Board Member and Volunteer support



- A clearly identified sustainability plan for the program at the end of the grant period
- Applicants must include a **detailed program and project budget** that adequately supports its intended outcomes for their grant submission.
- Applicant's organizational history must demonstrate its promotion of responsible dog ownership and encouragement of shelter and rescue adoptions.

Under the DOGS RULE.™ grant, we are unable to fund the following:

- Programs/projects that do not directly influence dog adoptions
- Medical supplies or veterinary care related expenses
- Debt reduction or operating deficits
- Capital projects or capital campaigns
- General operating expenses
- Grants to individuals
- Endowment funding
- Event sponsorship

Additional Information

- Grant recipients will receive a PEDIGREE Foundation Style Guide to assist in any communication activities when recipient publicly acknowledges the grant award.
- Grant recipients are required to sign a limited licensing agreement which will allow them to use the PEDIGREE Foundation logo for one year as well as a grant acknowledgement contract.
- Funds must be utilized within the grant period (for each grant awarded within the one-year cycle) and spent for the purposes outlined in the grant application.

Review Process

All funding decisions are made by members of the PEDIGREE Foundation Board of Directors at their sole discretion.

PEDIGREE Foundation reserves the right to conduct unannounced site inspections.



Program Development Grant Guidelines

- Requests for Program Development grants must fall within the range of \$10,000 to \$15,000.
- To be considered for a PEDIGREE Foundation Program Development grant, the program(s) or project(s) for which the funds would be used must support activities that expand the program capability of your organization to improve dog adoption rates. This includes the expansion of existing programs or new programs that are important to your organization but do not fit the definition of the PEDIGREE Foundation DOGS RULE.™ grant.
- The project or program impact must be measurable and show adoption rate success attributable to grant funding in the following areas: foster, behavior or transport.
- Semi-finalists will receive an unannounced, on-site or virtual visit by an auditor who will assess the current state of care for the animals in your program.
- Organizations that are awarded these grants will be required to submit interim and final reports including narrative of program results to that point as well as updated financial documents. These reports should show the direct impact the program has had or is having on number of dogs helped and how this is increasing dog adoption rates.

Selection Criteria

- Applications will be evaluated based on program (foster, behavior, transport) capabilities to improve dog adoption rates.
- Grant applicants must subscribe to the Guidelines for Standards of Care in Animal Shelters published by The Association of Shelter Veterinarians.
- Applications must be fully completed, signed by an authorizing official, and submitted by the application deadline of April 14, 2024, at midnight CT.



- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
 - **Un-Audited** 2021 and 2022 financial statements (2023 if completed) – no other form of financial reporting will be accepted for this grant program.
 - 2021 and 2022 990 forms (2023 990 forms if you have already filed)
- Financial information submitted by applicants must demonstrate organizational stability.
- Applicants must submit a narrative describing the program or project for which they intend to use the grant funds. This narrative must include:
 - Program’s clearly defined purpose (addresses a current need), strategy, and benefit to organization
 - Program outlines specific goals with metrics to measure success
 - Evidence of community partnerships and engagement
 - Evidence of active Board Member and Volunteer support
 - A clearly identified sustainability plan for the program at the end of the grant period
- Applicants must include a **detailed program and project budget** that adequately supports its intended outcomes for their grant submission.
- Applicant’s organizational history must demonstrate its promotion of responsible dog ownership and encouragement of shelter and rescue adoptions.
- In 2024, PEDIGREE Foundation will consider limited capital project funding, only if related to programs in the following categories: foster, behavior or transport.



- **Under Program Development grants, we are unable to fund the following:**
 - Programs/projects that do not directly influence dog adoptions.
 - Medical supplies or veterinary care related expenses
 - Debt reduction or operating deficits
 - Capital campaigns
 - General operating expenses
 - Grants to individuals
 - Endowment funding
 - Event sponsorships

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