



## 2018 Grant Application Guidelines

In 2018, applications for our **Dogs Rule two Year Grant (only one available)**, **Program Development Grants**, and **Operation Grants** will be accepted. Applicants may submit applications for more than one grant program, but only one grant will be awarded to an organization in any grant cycle.

The deadline for completed applications for all grants is **April 16, 2018**.

Failure to comply with reporting requirements for previous grants will eliminate organizations from consideration in 2018.

All applicants for PEDIGREE Foundation grants must hold a current 501(c)(3) designation from the U.S. Internal Revenue Service. The use of a 501 (c)(3) third party as a fiscal agent is prohibited. If your status is not current for any reason, your application will be denied.

**The PEDIGREE Foundation limits its awards to grants for programs that benefit dogs.**

**We are celebrating our 10 Year Anniversary of supporting Shelters and Rescues across the Country in 2018. As part of this celebration, we are excited to announce a shift in our Innovation grants to a new two-year grant named Dogs Rule. This grant is a \$50,000 rolling two-year grant totaling \$100,000. Only one grant is available and if eligible \$50,000 will be distributed in 2018 and \$ 50,000 distributed in 2019.**

### **Dogs Rule Two-Year Grant Guidelines**

- To be considered for a **Pedigree Foundation Dogs Rule** Grant: projects and programs must be a new initiative and seen as creative and potentially a best practice for other shelters and rescues to increase annual dog adoptions.
- The project or program impact must be measureable and show adoption rate success attributable to funding.
- This is a two year grant -- \$50,000 each year (2018 & 2019). Total is \$100,000.
- 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. This will occur before the final grant is awarded and during the duration of the two year grant program.

- Interim/final narrative and financial reports will be required and must show direct dog adoption impact connected to the project.

### **Selection Criteria**

- Applications will be judged for innovation, the ability of the project to significantly impact canine adoption numbers and be sustainable past the two-year grant period.
- Grant applicants must subscribe to the Guidelines for Standards of Care in Animal Shelters published by The Association of Shelter Veterinarians.
- Application must be fully completed and signed by an authorizing official by the application deadline.
- All required supplemental materials are submitted.
- Applicants for the **PEDIGREE Foundation Dogs Rule** Grant must provide audited 2015 and 2016 financial statements (2017 if you have it completed). No other form of financial reporting will be accepted for this grant program.
- 2015 & 2016 990 Forms: 2017 990 form if you have filed it.
- If selected; Award recipient will be asked to submit audited financial statements for 2016 and 2017; and 2017 and 2018 990 Forms to receive second year of funding. Also, a visit by Board and auditors before second year of funding will be scheduled to review progress of program/initiative.
- Applicant's financials must demonstrate organizational stability.
- Program/project description narrative must include:
  - clearly defined program/project purpose, goals, and strategies that will be used to attain the identified goals.
  - documented community partnerships
  - evidence of active board and volunteer support
  - documentation of diversified funding sources and the sustainability plan for the project/program at the end of the two –year grant period.
  - measureable outcomes
- Program/project budget is detailed and adequately supports intended outcomes.
- Organizational history demonstrates promoting responsible dog ownership and encouraging shelter and rescue adoptions.

### **We Do Not Fund**

- Programs/projects that do not directly influence dog adoptions.
- Debt reduction or operating deficits
- Capital campaigns
- General operating expenses
- Grants to individuals
- Endowment funding
- Event sponsorships

### **Additional Information**

- Participation in communication activities that promote the PEDIGREE Foundation's mission will be required.
- Funds must be utilized within the grant period (each grant awarded within the one year cycle) and spent for the purposes outlined in the grant application.
- Public acknowledgement of the grant award will be made.

### **Review Process**

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

**The PEDIGREE Foundation reserves the right to conduct unannounced site inspections.**

## **Program Development Grants**

### **Program Development Grant Guidelines**

- Program Development Grants may be used to support activities that expand the operational capability of your institution to improve canine adoption rates. This includes the expansion of existing programs or new programs that are important to your operation but do not fit the definition of the PEDIGREE Foundation DOGS RULE Grant.
- The project or program impact must be measureable and show adoption rate success attributable to funding.
- Requests must fall within a range of \$5,000 to \$10,000.
- Capital requests will be considered.
- 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.
- Interim/final narrative and financial reports will be required and must show direct dog adoption impact connected to the project.

### **Selection Criteria**

- Applications are judged on the value and impact the award will make on expanding current operational capabilities.
- Grant applicants must subscribe to the Guidelines for Standards of Care in Animal Shelters published by The Association of Shelter Veterinarians.
- Application is fully completed and signed by an authorizing official by the application deadline.
- All required supplemental materials are submitted.

- Grant applicant must submit audited or unaudited 2015 and 2016 financial statements (2017 if you have it completed). No other form of financial reporting will be accepted for this grant program.
- 2015 & 2016 990 Forms: 2017 990 form if you have filed it.
- Applicant's financials demonstrate organizational stability.
- Program/project description narrative must include:
  - clearly defined program/project purpose, goals, and strategies that will be used to attain the identified goals.
  - documented community partnerships
  - evidence of active board and volunteer support
  - documentation of diversified funding sources and the sustainability plan for the project/program at the end of the grant period.
  - measureable outcomes
- Program/project budget is detailed and adequately supports intended outcomes.
- Organizational history demonstrates promoting responsible dog ownership and encouraging shelter and rescue adoptions.

### **We Do Not Fund**

- Programs/projects that do not directly influence dog adoptions.
- Debt reduction or operating deficits
- General operating expenses
- Grants to individuals
- Endowment funding
- Event sponsorships

### **Additional Information**

- Participation in communication activities that promote the PEDIGREE Foundation's mission will be required.
- Funds must be utilized within one year and spent for the purposes outlined in the grant application.
- Public acknowledgement of the grant award will be made.

### **Review Process**

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## **Operation Grants**

### **Operation Grant Guidelines**

- Requests may be used for general operating expenses, including facility/structure renovation or upkeep, veterinary expense, transportation, or any other expense that helps with the adoption of more dogs.
- Grants in amounts up to \$1,000 per organization are available annually.
- Brief final reports are required that include a statement of how the funds will be used.

### **Selection Criteria**

- Application is fully completed and signed by an authorizing official.
- Applicant's financials demonstrate organizational stability.
- 2015 & 2016 990 Forms; 2017 990 Form if you have filed it.
- Applicant demonstrates canine welfare best practices.

### **We Do Not Fund**

- Grants to individuals
- Endowment funding
- Event sponsorships

### **Additional Information**

- Participation in communication activities that promote the PEDIGREE Foundation's mission is required.
- Funds must be utilized within one year and spent for the purposes identified in the grant application.
- Public acknowledgement of the grant award will be made.

### **Review Process**

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