



## **2020 Grant Application Guidelines**

**PEDIGREE Foundation plans to give up to \$750,000 in annual grants in 2020, and we hope every interested dog shelter and rescue will 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 each and every day. It's an honor to support your efforts.**

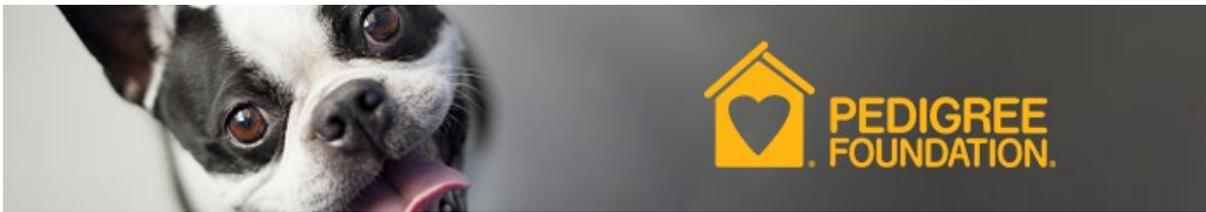
To be considered for a PEDIGREE Foundation grant to support your lifesaving initiatives, we require a completed online application. As our application guidelines or application process may have changed since you've last applied, please carefully read the information below prior to completing an application. Completion of our application accurately and in accordance with these instructions is necessary to be considered for funding.

### **What's NEW in 2020?**

- **DOGS RULE.™ Grants** – there will be **TWO** awards this year. Also, please note below that the reporting requirements have changed for this grant type.
- **Program Development Grants** – To support our focus on increasing adoption rates, we will prioritize applications requesting funding for the following types of programs: transport, matching and foster. We will not fund capital campaign requests this year.
- **Operation Grants** – In early April, we made the decision to shift this funding into **Disaster Relief Grants for COVID-19 support**, which are available immediately rather than being awarded in December 2020 like our other grants.

### **About the 2020 Grants**

In 2020, PEDIGREE Foundation will be accepting grant applications for **2 DOGS RULE.™ Grants (\$50,000 a year for two years)**, **35 Program Development Grants (up to \$10,000)**, and **Disaster Relief Grants for COVID-19 (up to \$2,500)**. Applicants are encouraged to submit applications for more than one type of grant, but only one grant will be awarded to an organization in any grant cycle. If an applicant applies for multiple grants, the highest grant award that they qualify for will be awarded to them.



For interested applicants, the grant cycle began on March 4th with a deadline to submit completed applications for all grants by April 30th, 2020. Applications for Disaster Relief Grants for COVID-19 support are already being accepted, and grants are being provided on a first come, first served basis for qualified shelters and rescues. Please visit our website, <https://www.pedigreefoundation.org/grant-program/> to apply.

All applicants for PEDIGREE Foundation grants must hold a current 501(c)(3) designation from the U.S. Internal Revenue Service with shelters or rescues operating in the U.S. The applicant must be a U.S. shelter or rescue. 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. In addition, failure to comply with reporting requirements for previous grant awards will eliminate organizations from consideration in 2020.

### **Who Should Apply**

PEDIGREE Foundation limits its grant awards to funding shelters and rescues in the U.S. with programs that ultimately support dog adoption. Specifically, our grants awards are intended to:

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

For our 2020 DOGS RULE.™ and Program Development grants, PEDIGREE Foundation will be prioritizing the following programs as we believe these activities are greatly impacting the animal welfare community in increasing adoption rates.

- **Transport** – programs designed to support your Organization in your efforts to transport animals from areas of overpopulation to areas of demand for pet adoption.
- **Matching** – programs designed to increase the likelihood that shelter dogs will bond with their adopters. This could include behavior training or other programs that help find the best fit for dogs and potential adopters.
- **Foster** – programs that utilize temporary housing in the interest of getting more dogs adopted

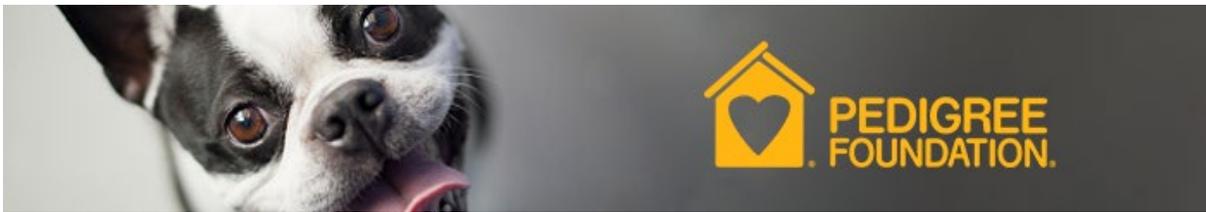


When applying, please ensure that your program aims to achieve one of the objectives bulleted above. You can also review our past award recipients at <https://www.pedigreefoundation.org/grant-program/> as a resource for what projects and or programs we've funded in the past.

For our 2020 Disaster Relief Grants for COVID-19 support, priority will be given to shelters and rescues with less than \$200,000 in annual revenue, since we anticipate they will have the most urgent financial need.

### **DOGS RULE.™ Grant Guidelines**

- This is a TWO-YEAR grant -- \$50,000 each year (2020 & 2021) for a total grant program funding of \$100,000.
- 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 addition to measurable outcomes, the Recipient will be required to create a policy manual or tool-kit 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 two additional on-site audits throughout 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 that date.
- Organizations that are awarded a DOGS RULE.™ grant will be required to submit interim and final reports including a narrative of program results to that point as well as updated financial documents. These reports serve to show our community of support the direct impact the program has had or is having on dog adoption rates.



## Selection Criteria

- Applications will be judged based on the program's innovation, ability to significantly impact dog adoption numbers, and sustainability 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.
- Applications must be fully completed, signed by an authorizing official, and submitted by the application deadline of April 30<sup>th</sup>, 2020 at 12 midnight CST.
- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
  - **Audited (by a third party)** 2017 and 2018 financial statements (2019 if completed) – unaudited financial statements or other forms of financial reporting will not be accepted for this grant program.
  - 2017 and 2018 990 Forms (2019 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 stability.
- Applicants must submit a narrative describing the program or project for which they intend to use the grant funds. This narrative must include:
  - The program's clearly defined purpose, goals, and strategies that will be used to achieve the identified goals;
  - Any documented community partnerships;
  - Evidence of active board and volunteer support;
  - Documentation of diversified funding sources and a sustainability plan for the program at the end of the two-year grant period;
  - Measurable outcomes for the program.
- Applicants must include a detailed program or project budget that adequately supports its intended outcomes.
- 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
- Debt reduction or operating deficits
- Capital campaigns
- General operating expenses



- Grants to individuals
- Endowment funding
- Event sponsorships

### **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 the limited licensing agreement which will allow them to use the PEDIGREE Foundation logo for one year.
- 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**

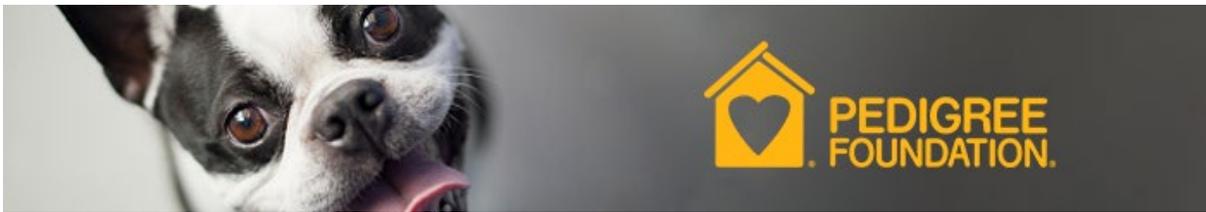
- Requests for Program Development grants must fall within the range of \$5,000 to \$10,000.
- To be considered for a **PEDIGREE Foundation Program Development grant** the program(s) or project(s) for which the funds would be used must support activities that expand the operational capability of your institution to improve dog 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 measurable and show adoption rate success attributable to funding.



- 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 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 serve to show the direct impact the program has had or is having on dog adoption rates.

### Selection Criteria

- Applications will be judged on the value and impact the award will make on expanding current operational 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 30<sup>th</sup>, 2020 at 12 midnight CST.
- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
  - **Un-Audited** 2017 and 2018 financial statements (2019 if completed) – no other form of financial reporting will be accepted for this grant program.
  - 2017 and 2018 990 Forms (2019 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:
  - The program's clearly defined purpose, goals, and strategies that will be used to attain the identified goals;
  - Any documented community partnerships;
  - Evidence of active board and volunteer support;
  - Documentation of diversified funding sources and a sustainability plan for the grant program at the end of the initiative;
  - Measurable outcomes for the program.
- Applicants must include a detailed program or project budget that adequately supports its intended outcomes.
- Applicant's organizational history must demonstrate its promotion of responsible dog ownership and encouragement of shelter and rescue adoptions.



Under Program Development grants, we are unable to fund the following:

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

#### **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 the limited licensing agreement which will allow them to use the PEDIGREE Foundation logo for one year.
- Funds must be utilized within a one-year time period and spent for the purposes outlined in the grant application.

#### **Review Process**

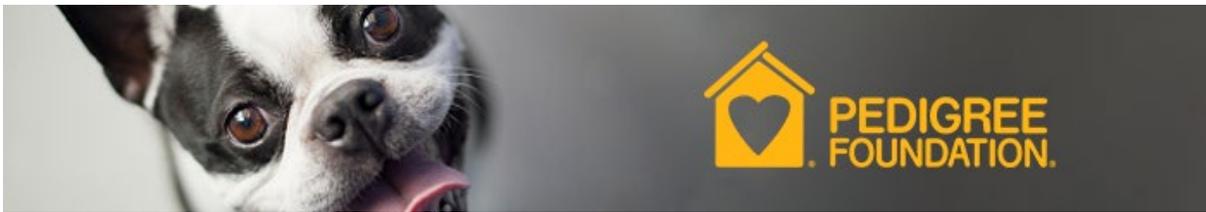
All funding decisions are made by members of the PEDIGREE Foundation Board of Directors at their sole discretion.

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

\* \* \* \*

#### **Disaster Relief for COVID-19 Grant Guidelines**

- Requests for COVID-19 Unrestricted grants are limited to \$2,500.
- PEDIGREE Foundation Disaster Relief Grants for COVID-19 support may be used for all operating costs including, but not limited to: food, veterinary expense, transportation, overtime salaries or any other costs to assist in the safety and well-being of dogs during COVID-19.



- To help shelters and rescues with the greatest need, we'll prioritize those with total annual revenue of less than \$200,000 for these smaller grants.

### **Selection Criteria**

- Applicant's financials must demonstrate financial need
- Supplemental materials include:
  - IRS 501(c)(3) Determination Letter
  - Federation Tax ID/Employer Identification Number (EIN)
  - Unaudited 2019 and CY 2020 financial statements (to include Balance Sheet and P&L Review Process)

### **Review Process**

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