



2021 Annual Grant Application Guidelines

PEDIGREE Foundation aims to give up to \$1M in grants in 2021, and we hope every interested 501(c)(3) 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 is 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.

Changes for Our Grants in 2021

PEDIGREE Foundation grant opportunities in 2021 include the following:

- **DOGS RULE.™ Grant (\$50,000 a year for two years)** – one grant is available in 2021 to support an innovative initiative that focuses on increasing adoptions rates with a requirement to deliver a manual or toolkit by the end of the program to share with the animal welfare community. [Apply here](#) or at PedigreeFoundation.org/grant-program.
- **Program Development Grants (up to \$15,000)** – to increase adoption rates, with a priority on the following types of programs: transport, matching and foster. We are not able to fund capital projects or capital campaigns this year. [Apply here](#) or at PedigreeFoundation.org/grant-program.
- **COVID-19 Relief Grants (up to \$2,500)** – like last year, we have decided to allocate funding from our 2021 Operation grants to COVID-19 Relief grants instead. We will **not** be offering Operation grants in 2021. We plan to award **COVID-19 Relief** grants several times during the year, to provide help on a rolling basis. The first group of grants, totaling \$50,000, will be awarded in April and May. Applications for COVID-19 Relief grants will be reviewed upon receipt, so shelter and rescues in need should apply as soon as possible. [Apply here](#) or at PedigreeFoundation.org/grant-program.



- 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 2021 Annual Grants

The 2021 annual grant cycle opens on March 8. Applications are due by May 7, 2021.

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. 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 2021.

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 are intended to:

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

For our 2021 Program Development grants, PEDIGREE Foundation will again be prioritizing **transport, matching and foster programs**, as we believe these activities are greatly impacting the animal welfare community in increasing adoption rates. See the Program Development grant section below for details.

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



DOGS RULE.™ Grant Guidelines

- This is a TWO-YEAR grant -- \$50,000 each year (2021 & 2022) for a total grant program funding of \$100,000. One DOGS RULE.™ grant is available for 2021.
- 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 toolkit that is easily shareable within the animal welfare community.
- Semi-finalists will receive an unannounced, on-site or virtual (in support of Covid-19 safety guidelines) 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 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 dog adoption rates.

Selection Criteria

- Applications will be judged based on the program's innovative initiative 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 May 7, 2021 at 12 midnight CST.
- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
 - Audited (by a third party) 2018 and 2019 financial statements (2020 if completed). At this time, unaudited financial statements or other forms of financial reporting **will not** be accepted for this grant program.
 - 2018 and 2019 990 Forms (2020 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 for the program
 - 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 or 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
- 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 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.

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Program Development Grant Guidelines

- Requests for Program Development grants must fall within the range of \$5,000 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 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 organization but do not fit the definition of the PEDIGREE Foundation DOGS RULE.™ grant.
- For our 2021 Program Development grants, PEDIGREE Foundation will again prioritize 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 or receive animals to increase their ability to be adopted.
- **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 foster housing in the interest of getting more dogs adopted with foster parents as advocates to increase adoption of dogs under their care.
- The project or program impact must be measurable and show adoption rate success attributable to funding.
- Semi-finalists will receive an unannounced, on-site or virtual (in support of COVID-19 safety guidelines) 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 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 May 7, 2021 at 12 midnight CST.**
- All required supplemental materials must be submitted by this date as well. Supplemental materials include:
 - **Un-Audited** 2018 and 2019 financial statements (2020 if completed) – no other form of financial reporting will be accepted for this grant program.
 - 2018 and 2019 990 Forms (2020 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 for the program
 - 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 or 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 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 projects or 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 a one-year 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.

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COVID-19 Relief Grant Guidelines

- This grant program is for 501(c)(3) organizations that need funding due to financial challenges caused by the COVID-19 pandemic. You may request up to \$2,500.
- 2021 COVID-19 Relief grants will be awarded several times in 2021, to provide help on a rolling basis throughout the year. The first group of grants, totaling \$50,000, will be awarded in April and May.
- Applications for COVID-19 Relief grants will be reviewed immediately upon receipt, so shelter and rescues in need should apply as soon as possible.
- As a reminder, we will **not** be offering Operation grants this year, as that funding has shifted to support the COVID-19 Relief grants.
- **To qualify for COVID-19 funding, you must meet these guidelines for eligibility:**
 - The funds must be used by a 501(c)(3) shelter or rescue organization that can demonstrate financial need and/or increased costs due to the COVID-19 pandemic.
 - The funds must support activities that help keep dogs in homes in the face of pandemic-related challenges. For example, this could include temporary sheltering or fostering of dogs when their owners are ill or need to find new housing. Or, it could be dog food, supplies or medical support that helps avoid surrenders and keep people and their dogs together.



- Organizations that receive funding will be required to submit a success story sharing how the funding helped and provide a high-resolution photo of an impacted dog that PEDIGREE Foundation can share in its communications.

Selection Criteria

- Demonstrate significant financial need due to COVID-19 implications (loss of donor funding, increase in foster costs, increase in community medical care needs, etc.).
- Supplemental materials include:
 - IRS 501(c)(3) Determination Letter
 - Federation Tax ID/Employer Identification Number (EIN) form
 - 2018 and 2019 990 Forms (2020 990 Forms if you have already filed)

Review Process

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