



Grant Application Instructions For Animal Welfare Organizations Performing Sheltering and Adoptions

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 organization type 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. The three organization types below are eligible to apply during the **Animal Welfare Organizations** grant cycle:

- **Non-profit organization that is primarily a foster-based rescue.**
 - 501c3 nonprofit organizations performing adoptions of companion animals; and
 - A primary service of your organization is temporarily caring for animals in need for the purpose of finding them new homes.

- **Nonprofit or municipal agency that is responsible for animal control sheltering (legally or contractually obligated to accept stray dogs or cats).**
 - Municipal or other governmental agency, department or division providing animal control sheltering per local ordinance as well as other services, including adoptions; **OR**
 - 501c3 nonprofit organizations legally or contractually obligated to accept stray dogs or cats from 1 or more municipalities in addition performing adoptions and other services.

- **Nonprofit, SPCA, or Humane Society that operates a shelter and performs adoptions.**
 - 501c3 nonprofit organizations performing sheltering and adoptions of companion animals; and
 - A primary service of your organization is temporarily caring for animals in need for the purpose of finding them new homes; and
 - You operate out of a sheltering facility.
 - 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.
 - ***IMPORTANT: If your organization is legally or contractually obligated to accept stray dogs or cats from 1 or more municipalities in addition performing adoptions and other services, please select the organization type: Nonprofit or municipal agency that is responsible for animal control sheltering (legally or contractually obligated to accept stray dogs or cats)***

For the organization types listed above:

- ✓ There is one grant cycle available during each year.
- ✓ Applicants may submit one 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 grant reports must be completed before submitting a new application.
- ✓ ALL organizations must also submit their **Annual Partnership Report*** with their animal data for the previous year along with their most recent financial information. **Grant applications received from organizations who have not also submitted their Annual Partnership Report will be automatically declined.*
- ✓ 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
- ✓ Community pet support organizations
- ✓ Pet food bank
- ✓ *Sanctuaries (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)*

APPLICATION INSTRUCTIONS

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. 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 organization’s past effectiveness, as well as the likelihood that our investment will make a positive impact on saving animals’ lives in the future.

ORGANIZATION INFORMATION

Please select your primary contact for the application from the drop-down menu and also the primary signatory, who is typically your executive officer. Most organizations do not have a fiscal organization, but if you do you may indicate “Yes” here, and we will follow up with you for additional information.

Hint: We encourage you to save the application form often since the system does not auto save. You also have the option to save the form and return to it later.

INFORMATION VERIFICATION

- Please review the “Organization Information” in the Partner Portal for your organization and provide updates, if applicable. You may need to submit additional information and/or forms if the information needs to be updated. Additional details will be provided on the application.
 - Please select your organization type. (Refer to the descriptions on page 1 of this document.)

- Is your Executive Officer correctly listed? (If your executive officer has changed, you may enter new information on the application.)
- Is your Mailing address correctly listed? (If your mailing address has changed, you will need to complete the Organization Update form available from the menu under Applications & Forms.)
- Has your organization submitted your 2018 Annual Partnership Report?
- Did your organization have a yearly intake of 250 or more animals in the previous year?
 - If no, is your organization an active Petco adoption partner?

Organizations with yearly intake of less than 250 animals who are NOT Petco adoption partners are not eligible at this time to apply for this grant investment opportunity. Please consider becoming a partner by completing the "New Adoption Partner" application available under Applications & Forms.

REQUEST DETAILS

- **Suggested Amount:** Please provide a suggested grant investment amount. Keep in mind that any potential investment is based on our evaluation of the organization and may differ from your suggested amount (either higher or lower). The Petco Foundation uses the information provided in your Annual Partnership Report and Application to evaluate your organization's effectiveness and efficiency against your peers.
 - **NOTE:** *Investments of \$100,000 or more are considered **Lifesaving Impact Awards***. Your organization must shelter a minimum of 2,500 animals in order to qualify for an award of this size.*

****Please see the last page of this instruction document to learn more about Lifesaving Impact Awards.***

- **Use of investment:** Please describe how an investment of this amount will help your organization achieve its lifesaving goals and objectives. Provide specific details directly related to the amount of the investment that you are requesting.

Your description should focus on increasing positive outcomes, decreasing intake and/or 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.

Requests from municipal or 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 grant investments may not be utilized to meet the needs of or subsidize government obligations to care for the animals in their communities.

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.*

- **Additional information:** Please provide other important information that may be relevant or important to our consideration of your request. Attachments may be added in the Attachments and Certifications section.

TRANSFER PARTNERSHIPS

- Did your organization transfer in animals from shelters other than your local shelter in the last calendar year?
 - If yes, please provide the name of shelter(s), city & state, and number of animals transferred.

LOST & FOUND

- In your opinion, what are the top tools your community utilizes to help lost pets find their way home? (choose up to three)
- Do you believe we must do better in helping lost pets find their way back to their owners?
- Are existing tools sufficient to help owners find their lost pets or finders of lost pets find the pets owner?
- Do you believe that a national lost and found database to reunite pets with their owners, utilizing pet facial recognition technology together with a location search would serve to improve return to owner rates and/or decrease the number of stray pets entering the local animal control shelter?
- With the elimination by shelters of breed descriptions, do you believe a pet adoption search utilizing photos to search pets similar would be helpful to shelters and/or adopters?

PARTNERSHIP & 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 grant investments 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:

- Are you willing to work with the Petco Foundation, Petco, and any other corporate partner or organization designated by the Petco Foundation to recognize and promote this award?
- If granted, please describe how you will recognize this award from the Petco Foundation:

We will provide a toolkit for recommended recognition such as a press release, social post, etc. and we ask that you provide us with any OTHER ways you might recognize an investment made in your organization in the text box provided.

Relationship:

- Describe your relationship with the Petco Foundation and/or Petco stores, if applicable.

Although having a relationship with Petco stores is not required in order to receive a grant investment, it is strongly encouraged.

DOCUMENTS & ATTACHMENTS

Submission of your request requires the following documents be uploaded in this section. Click the headings for uploading instructions. ***Please read the documents required information carefully as failure to upload required documents will result in your application being denied.***

Documents Required: Certain financial 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)
 - If you do not file an IRS Form 990 (or file the 990 postcard), please provide financial statements or other financial information to detail your revenue and expenses.

- **Municipal/Governmental agencies:**

- Animal welfare department or divisional budget (not your entire municipal budget)

Optional documents: Other documents commonly associated with requests may include capital campaign materials, sponsorship information, photos or other items. If you are a qualified organization and applying for a Lifesaving Impact Award, please upload required document here (*see last page for additional information on Lifesaving Impact Awards*). Please limit other documents to those critical to your request.

Document uploading instructions

To attach a document, select the blue plus sign in the circle, then “Add files”. Locate the document on your computer and double click. **Please select the appropriate description for the document from the drop-down menu** and select “Start upload”. Once the status shows 100%, close the box by selecting the “X” in the upper right-hand corner and you will see your document in the box titled “Documents”.

CERTIFICATION:

Please review all certifications carefully and have your executive officer review the grant request PRIOR to submission.

- I certify that the leader of the organization (CEO/Executive Director/President or similar title) has reviewed this application and the accompanying Annual Partnership Report that is a part of this application.
- I certify that I am an officer or authorized representative of the organization submitting this application and that all information on this grant application is true and correct in all material respects.
- I agree that any funds granted will be utilized specifically to accomplish lifesaving objectives.
- I agree on behalf of the organization that as a partner of the Petco Foundation any public messaging that includes information about the Petco Foundation shall promote a positive message about helping animals and saving lives.
- I agree on behalf of the organization that its representatives shall not disparage or speak negatively or take any action intended, or which would reasonably be expected, to harm the Petco Foundation or its reputation or which would reasonably be expected to lead to unwanted or unfavorable publicity to the Petco Foundation.
- I certify and agree that any and all information submitted is not considered confidential, will become the property of the Petco Foundation, and that the Petco Foundation may use such information as it deems appropriate in its sole discretion.
- ***If you cannot agree to these conditions, you may not submit this grant application.***

Submitting your application

After you select “Save” at the bottom, the “Submit” button will appear and you will have the option to “Submit” your request. It is very important to assure that you have submitted the application when finished. You will receive a submission verification email from our Partner Portal. If you did not receive the email, please check your spam folder. Also, you may check your application status from the menu, under REQUESTS. If your request is found under “Pending Requests”, it has not been submitted. Every year we have a few applications that are saved in our system, but not submitted. Unfortunately, these applications will NOT be reviewed or considered for funding.

Questions may be referred to: petcofoundation@petcofoundation.org

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.

Your 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