Changing perceptions about grants
Get your house in order

**Grant requirements**
- 990
- 501(c)(3) determination letter
- Financial audit
- Most current financials
- Board of Directors list

**Things to consider**
- Strategy document
- Future program ideas
- Keep a grant calendar
- Make an electronic folder of all items for easy access
- Animal Control?
Research your options

<table>
<thead>
<tr>
<th>Funder</th>
<th>They fund</th>
<th>App dates</th>
<th>Avg. grant size</th>
<th>My request</th>
</tr>
</thead>
<tbody>
<tr>
<td>All About Animals Foundation</td>
<td>Everything</td>
<td>Opens June 1</td>
<td>$1 Million</td>
<td>Adoption center</td>
</tr>
<tr>
<td>PetSmart Charities</td>
<td>SN, adoptions</td>
<td>Opens May 15</td>
<td>$200K</td>
<td>TNR</td>
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<tr>
<td>My Town Foundation</td>
<td>Local projects</td>
<td>Ongoing</td>
<td>Research this</td>
<td>Outreach coordinator?</td>
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<tr>
<td>Lila Clark Foundation</td>
<td>TNR</td>
<td>Fall</td>
<td>$10,000</td>
<td>Traps</td>
</tr>
</tbody>
</table>

- Program focus
- Geographical limitations
- Community foundations

Google
- Your peers

Remove the mystery

Who  Why  How  What  When
Who will you help and where are they?

Cats
- Owned
- Free roaming

Dogs
- Breed
- Size
- Age

People
- Income level

Community
- Segment

Figuring out who and where

- Count noses
- Human population
- Other service providers
- What has already been done?
Where to get data

- Annual intake data
- Think beyond your own walls
- Who are the people in the community/area you will be serving?
- Resources:
  - Demographic census information
  - USDA

Problem statement

Why is the problem you are trying to solve important to the community?
### How are you going to reach your goal?

<table>
<thead>
<tr>
<th>Services</th>
<th>Marketing</th>
<th>Outreach</th>
<th>Leadership</th>
<th>Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Spay/neuter</td>
<td>• Radio</td>
<td>• Door to door</td>
<td>• ED has past</td>
<td>• Animal welfare</td>
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<td>• Adoption</td>
<td>• Facebook</td>
<td>canvassing 3x a week</td>
<td>experience</td>
<td>groups</td>
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<tr>
<td>• Trap-neuter-return</td>
<td>• Flyers</td>
<td>• Lead by</td>
<td>running programs</td>
<td>Meals on Wheels</td>
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<td>program manager</td>
<td></td>
<td>Private veterinarian</td>
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<td></td>
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<td>with support of</td>
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<td>Service provider</td>
</tr>
<tr>
<td></td>
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<td>key volunteers</td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who</th>
<th>Where</th>
<th>Why</th>
<th>How</th>
<th>What</th>
<th>When</th>
</tr>
</thead>
</table>

I can see no way in which this carefully laid plan could ever fail.
What do you need to achieve your goals?

- Service expense
- Equipment needs
- Transportation expense
- Personnel
- Marketing and advertising

Who | Where | Why | How | What | When

What change do you expect?

**Increase**
- Number of pets finding homes?
- Access to services?

**Reduce**
- Intake?
- Number of unaltered pet?
When is the project going to be operating and be completed?

- Define the time period for the project
- Provide a project timeline
- When will the different project actions take place?
- How are you going to fund the project long term?

Putting it all together

Amazing Grant Application
Review

**Problem statement**

- Why is the problem you are trying to solve important to the community?

**How are you going to reach your expected outcomes?**

- Services provided
- Marketing tactics
- Outreach
- Leadership involvement
- Community partnerships

**What is needed to accomplish your goals?**

- Service expense
- Equipment needs
- Transportation expense
- Personnel
- Marketing and advertising

**What change is expected when the project is completed?**

- Reduced intake?
- Reduced number of unaltered pets?
- Increased number of pets adopted?
- Increased access to services?
- Other?

**When is the project going to be operating and/or completed?**

- Define the time period for the project and provide a project timeline
- When will the different actions of your project take place?
- How will you fund the project long term?

Connecting the dots

- **Who**
- **Where**
- **Why**
- **How**
- **What**
- **When**

- Target area population
- Problem statement
- Project description
- Evaluation plan
- Budget for project
- Future funding / Sustainability
Grant do’s

- Organize the proposal well
- Include a well researched and documented statement of the problem
- Use creative or innovative strategies to address the need
- Make sure goals are S.M.A.R.T.
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Timely
- Show a sound evaluation plan

Grant don’ts

- Add anything to the grant application that they did not ask for
- Be afraid to ask questions
- Think of a decline as a program failure
- Think of a decline as a “no forever”
- Apply for grant outside your program focus
- Forget to follow up with funder
- Forget to recognize the contribution
Follow up after the grant is awarded

• Keep in touch
• No surprises !!!!
• Turn reports in on time
• If experiencing problems, call the funder
• Say “Thank You”
• Recognize your funder

Questions?
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