

Securing Grants for Animal Welfare

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Agenda

- Funding for Animal Welfare Overview
- Grants Cycle Step-by-Step
- Breakout: Needs Statement Writing Exercise
- Funder's Perspective (NTSI Grants Description)
- Where to start: Key Resources
- Takeaways & Q&A



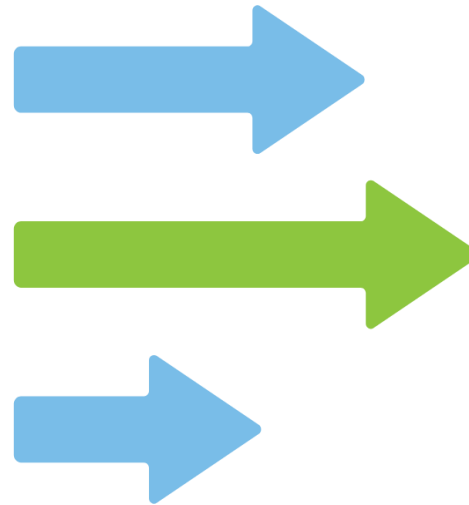
Fundraising Plan

Organization's priorities

Revenue goals

Specific funding needs

Internal capacity assessment



Fundraising strategies
and opportunities

Revenue Diversification

Sources

Individual donors

Corporate employee giving

Corporate sponsorship

Bequests

Donor Advised Funds

In-Kind donations

Earned Revenue

Grants

- Foundations, Corporations, & Government

Tactics

Events (bake sale, auction, gala, etc.)

Direct mail campaigns

Online and e-giving

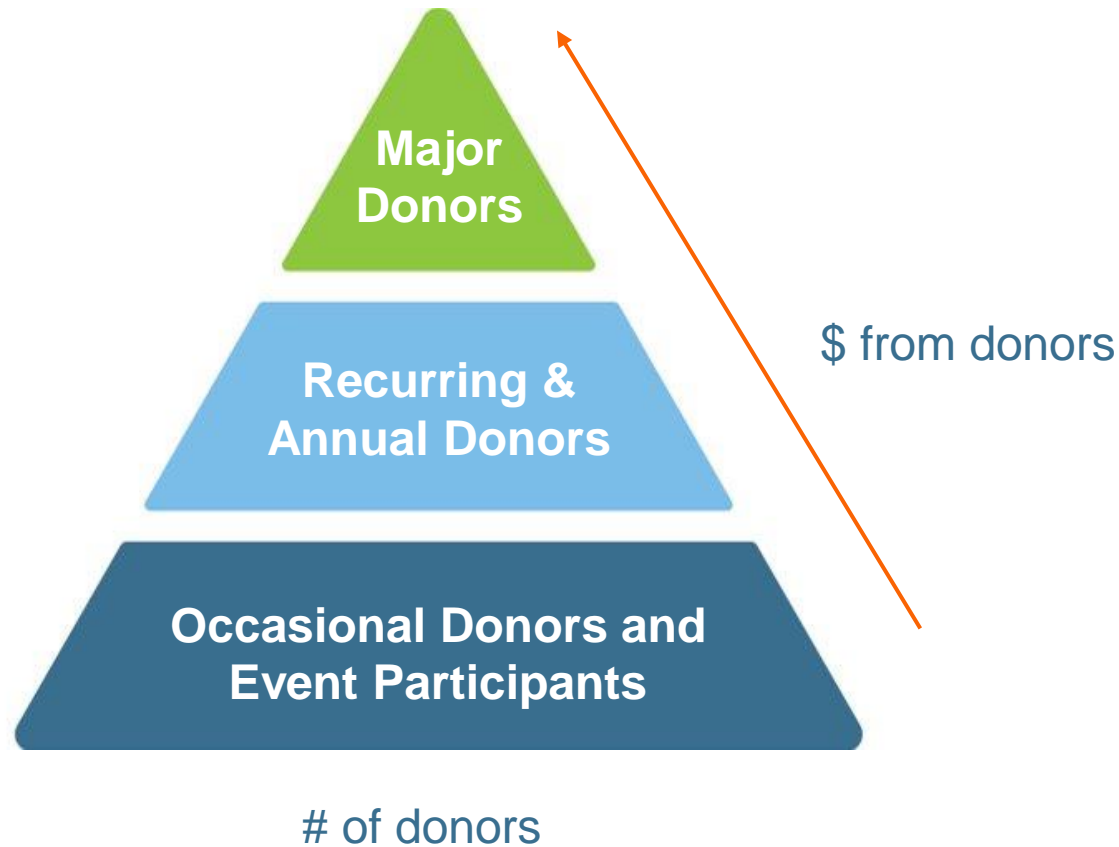
Individual major donor cultivation

Formal grant process

Peer-to-peer fundraising

Corporate solicitation

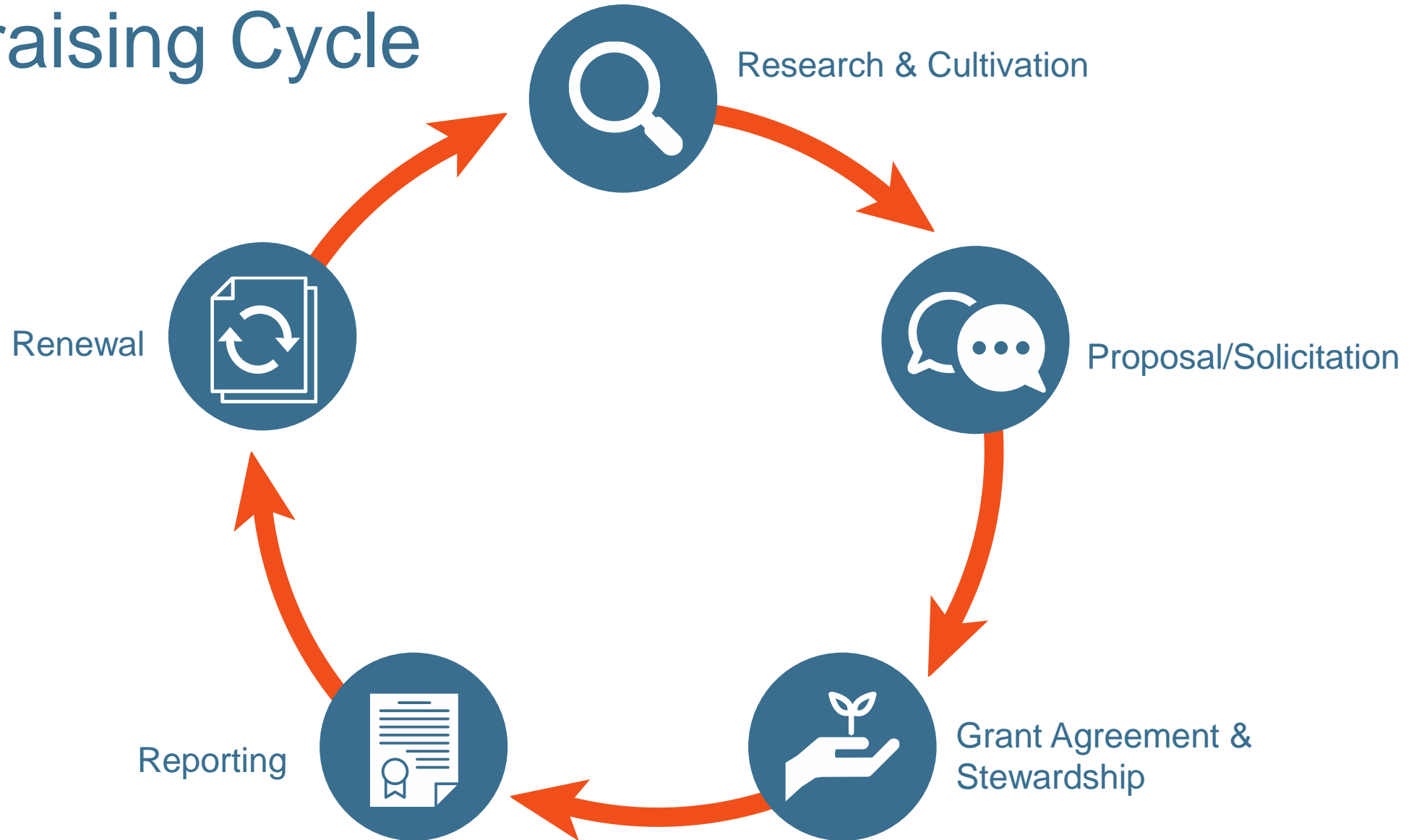
Individual Giving Basics

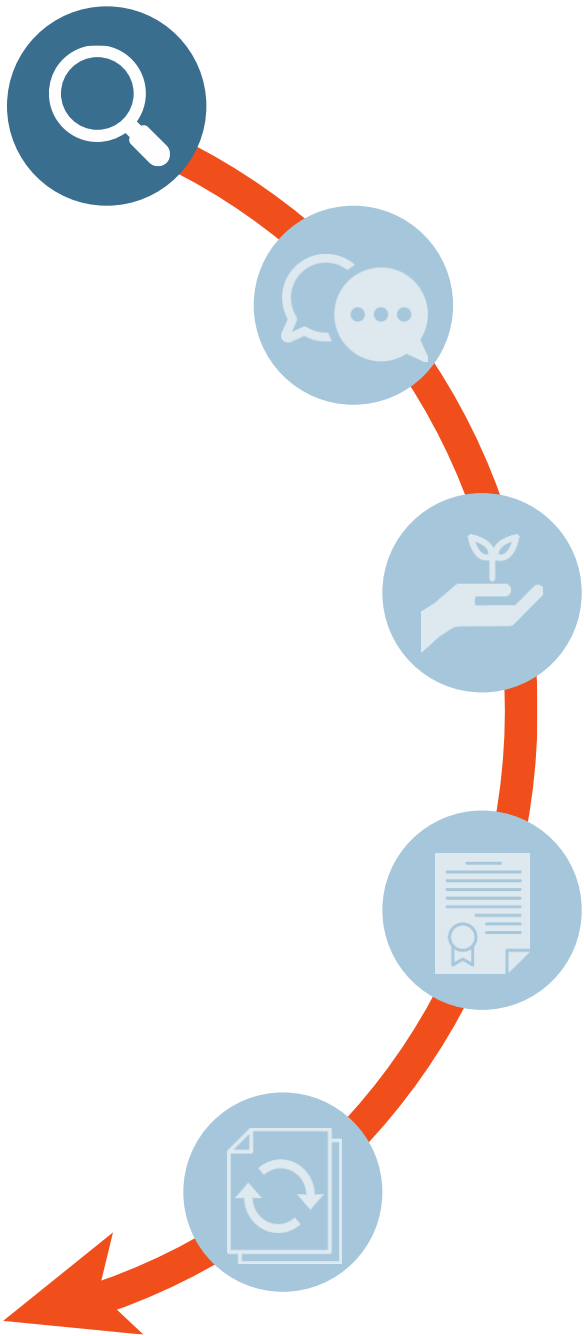


Best Practices:

- Ask for support
- Thank donors
- Share impact of giving

Fundraising Cycle





Research & Cultivation

Finding the right match

Create Preliminary Prospect List

Identify prospects through your network, public listings, and research tools like Foundation Directory Online

Refine your List through Research

- Regional focus
- Donation amount
- Program priorities
- Proposal deadlines
- Funding timeframe
- Grant Eligibility

Research & Cultivation

Initial Contact

Cultivation

- Letter of Inquiry
- Phone calls/emails
- Meetings
- Newsletters/Events
- Program updates/press



Proposal/Solicitation

Standard Proposal Components:

- Cover Letter
- Proposal Narrative
- Budget
- Budget Narrative
- Attachments

Adhere to guidelines
and plan your time!



Proposal/Solicitation

Introduction/Executive Summary

Summarizes the entire proposal

Needs Statement

Case for support; why is this program necessary

Program Description

Details of how the program will be implemented

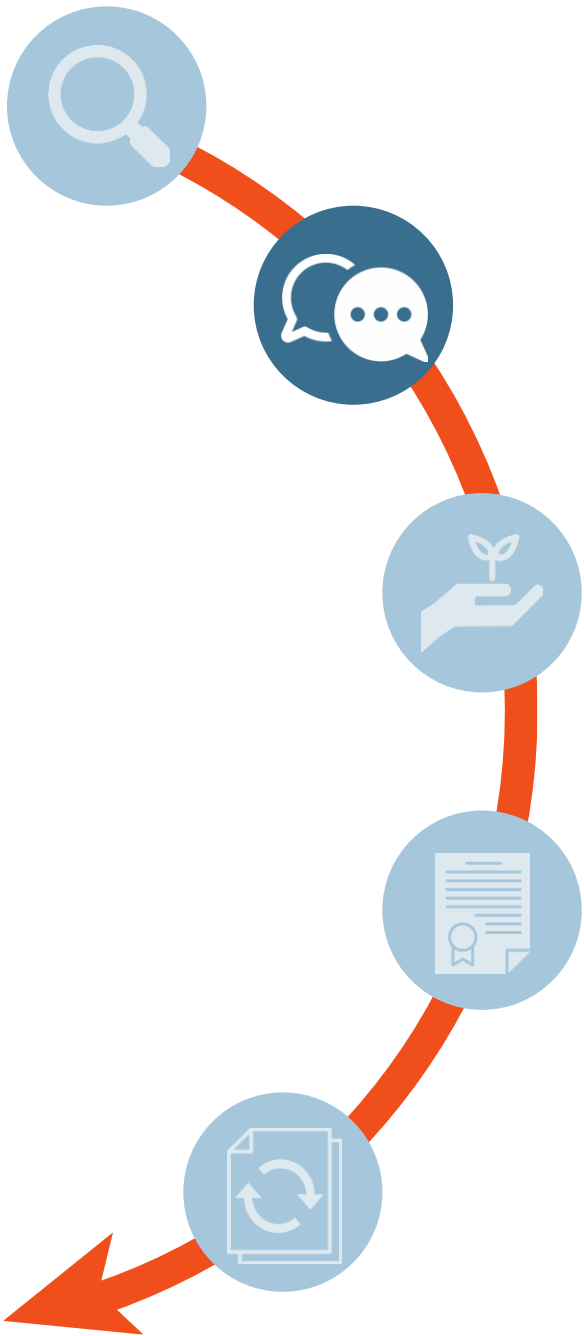
Outcomes/Goals

Measurable outcomes and evaluation method

Organization History

Staffing, history, and sustainability of the organization

Proposal
Narrative



Proposal/Solicitation

Always Customize to Your Audience

Other Writing Tips:

- Illustrate need: Use real examples/animal stories that add interest and demonstrate the impact of your work
- Use concrete metrics and goals
- Use data and/or research
- Use concise, clear language
- **Always edit and proofread**

Breakout

Needs Statement: why is your program necessary?

1. Describe the problem you are addressing
2. Impact Example
3. How does your program present a solution?



Proposal/Solicitation

Standard Attachments

- IRS letter of determination
- W9 form
- 990
- List of Board of Directors
- Staff bios
- Program "extras"
 - Stories, evaluation, etc.

Financial Documents

- Current year's budget
- Previous year's budget vs. actuals
- Most recent audited financials



Grant Agreement & Stewardship

The Results Are In, And...

Q&A, Site Visit, Due Diligence

Grant Agreement- **YAY!**

Acknowledgment

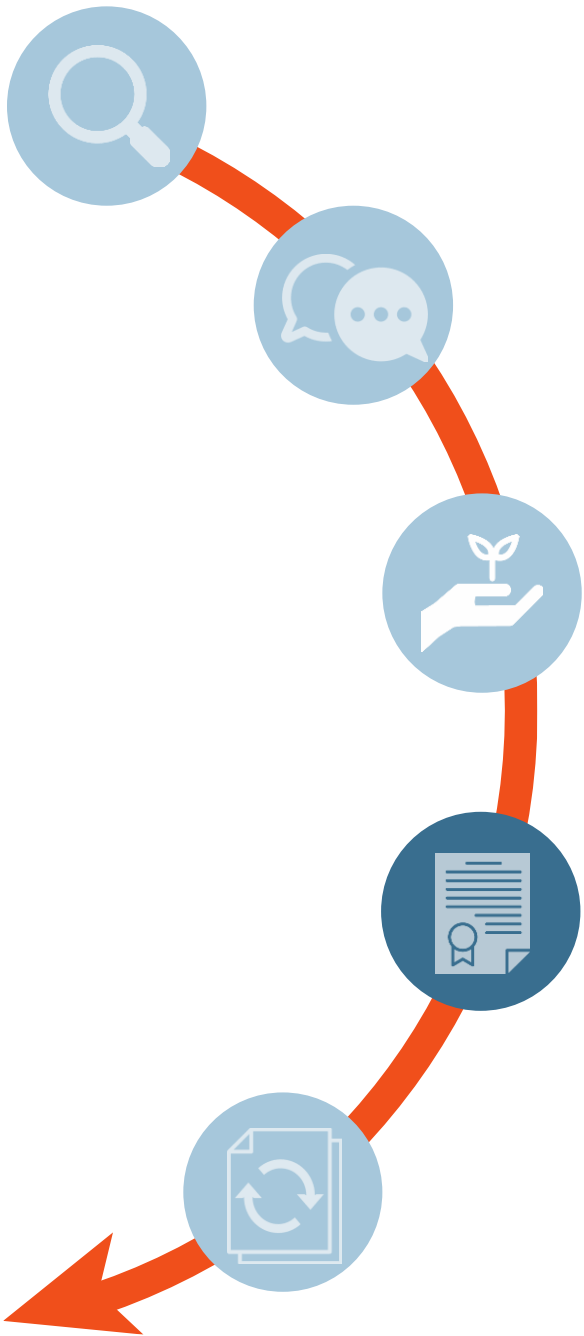
Internal Management

Rejection – **Don't Despair!**

Thank You & Feedback

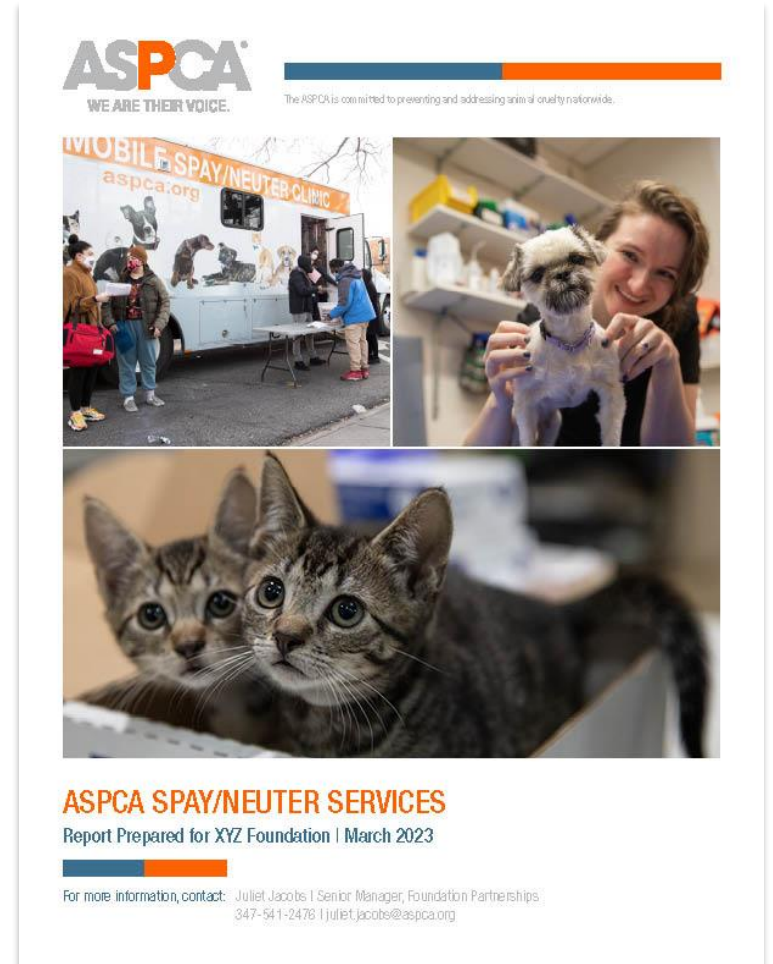
Cultivate and Reapply; or Drop

Reporting



Opportunity to demonstrate the impact of giving and build long-term funder partnerships

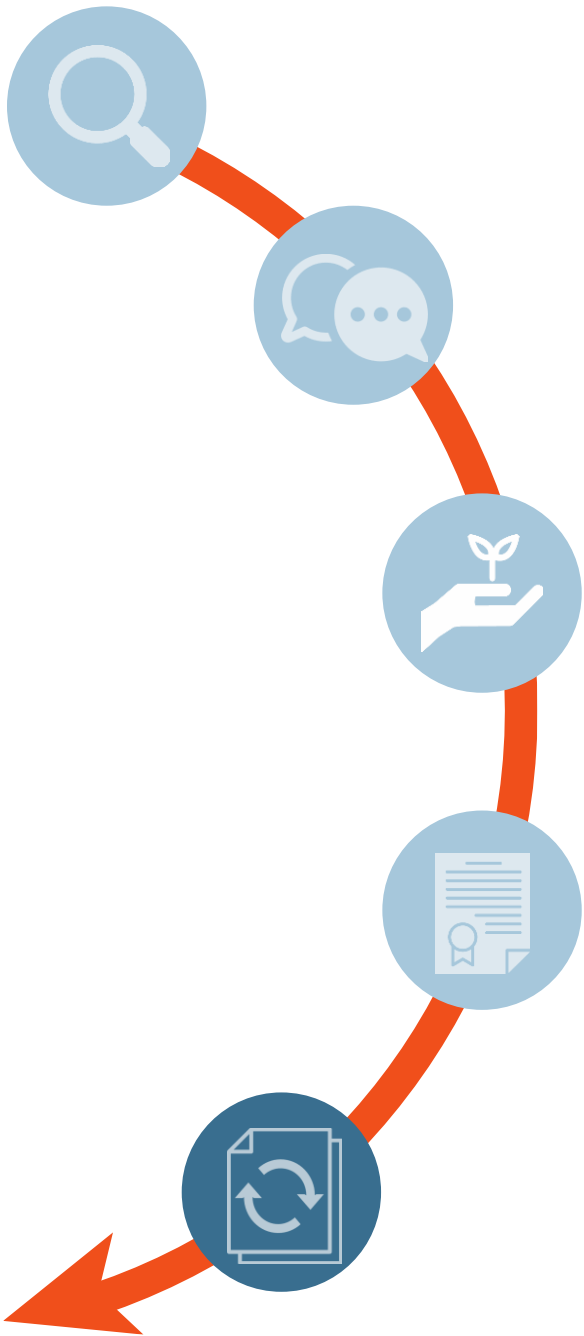
- Formal reporting
- Informal updates
- Track deadlines and plan ahead



Renewal



- Plan early for renewal
- Not all funders will renew
- Determine format of renewal
- Prepare for narrative and budget updates
- Don't be afraid to ask for more



Funder's Perspective

- *Think of your proposal as a business case – the better thought out it is, the better you'll do in the process*
- *Storytelling is important but don't forget to make a detailed, logical description of your program with metrics*
- *Take advantage of available information, webinars, etc.*
- *Show that the budget is well thought-through*
- *Looking for a track record of at least 2-3 years to demonstrate ability to manage funding and programs*



ASPCA Grant Example

- *NTSI provides grants and support to AWOs across 7 Northern Tier states*
 - *Alaska, Idaho, Minnesota, Montana, North Dakota, Washington and Wisconsin*
- *Relationship-building through phone calls/meetings, virtual and in-person site visits*
- *NTSI Grant Requirements:*
 - *SAC Reporting*
 - *Vaccinations on intake*
 - *ASV Guidelines*
- *Stay in touch and share updates*
- *Plan for how work might continue beyond the grant term*



2023 NTSI Grant Categories

1. Improve shelter operations – operational elements to save more animals
2. Keeping people and pets together – pet retention programs and services
3. Increase access to veterinary care for indigenous communities
4. Increase access to spay and neuter

Key Takeaways

- Stewardship to share impact
- Diversified revenue
- Grants are supplemental revenue
- Grants require time and labor
- Internal record-keeping
- Ask for funding and thank donors!



Grants and Fundraising Resources

Fundraising Information and AWO Funders

[American Humane Association](#)

[Animal Disaster Funding](#)

[Animal Grantmakers Member Organizations](#)

[Animal Sheltering – Grant Listings \(HumanePro.org\)](#)

[ASPCAPro.org \(Grants and Funders List\)](#)

[Foundation Directly Online \(by Candid\)](#)

[Grants for Animal Welfare Nonprofits](#)

[Grants for Animal Rescue and Rehabilitation](#)

[Philanthropy News Digest – Animal Welfare RFPs](#)

[Charitypaws.com](#)

[Chronicle of Philanthropy](#)

[Maddie's Fund](#)

[Minnesota Council of Nonprofits](#)

[Minnesota Council of Foundations](#)

[Petco Love](#)

[Petfinder Foundation](#)

[PetSmart Charities](#)

[PEDIGREE Foundation](#)

[The Lion's Share Blog](#)



Questions?

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