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

[Diagram showing a pyramid with three levels:
1. Occasional Donors and Event Participants: # of donors
2. Recurring & Annual Donors: $ from donors
3. Major Donors]

# of donors

$ from donors
Fundraising Cycle

1. Research & Cultivation
2. Proposal/Solicitation
3. Grant Agreement & Stewardship
4. Reporting
5. Renewal
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

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
• Grant 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

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