

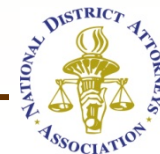
Grant Writing 101: Securing Funding for Animal Care

Adam Liebling

ASPCA

**Director of Grant Compliance
& Communication**

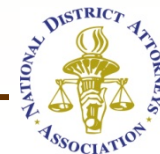
adam.liebling@aspca.org



Agenda



- Barriers to Grantseeking
- Preparing to Apply
- Grant Proposal Tips
- Initiating & Maintaining Connections
- Tips for Securing Funding for Animal Seizure & Care
- Sample Online Application Process
- Q&A

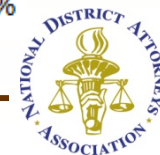
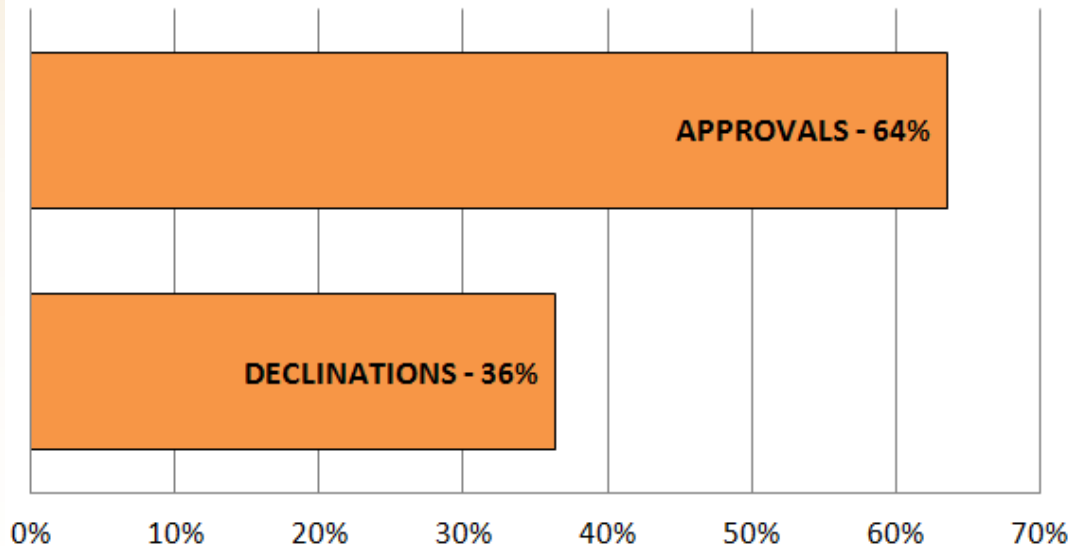


Perceived Grantseeking Barriers

Perception #1: “In general, the odds of getting a grant are slim.”

Last year, the success rate for applying to the ASPCA was **64%**

ASPCA 2013 Grant Approvals vs. Declinations



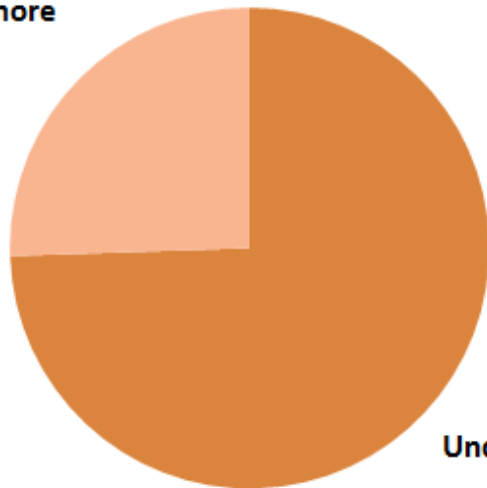
Perceived Grantseeking Barriers

Perception #2: “We’re too small to get a grant.”

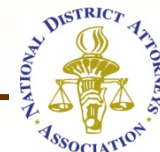
Last year, **74%** grantees had budgets under \$1M
Of those orgs, **44%** had budgets of under \$100K)

ASPCA 2013 Grantee Budget Size

\$1M or more
26%



Under \$1M
74%



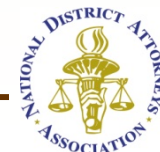
Perceived Grantseeking Barriers

Perception #3: “We’re too remote / we’re not nearby / it’s all about who you know.”

Last year, the ASPCA provided nearly \$17.5 million to more than 1,100 organizations in all 50 states, DC, PR, and U.S. territories



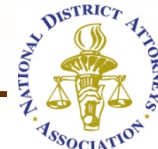
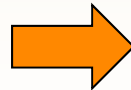
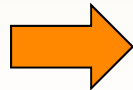
“More than 3,000 animal welfare organizations partner with PetSmart Charities to save more lives every day.”



Perceived Grantseeking Barriers

Perception #4: “We’re too busy saving lives” and/or
“Grant writing is burdensome”

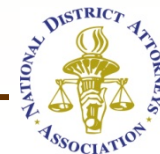
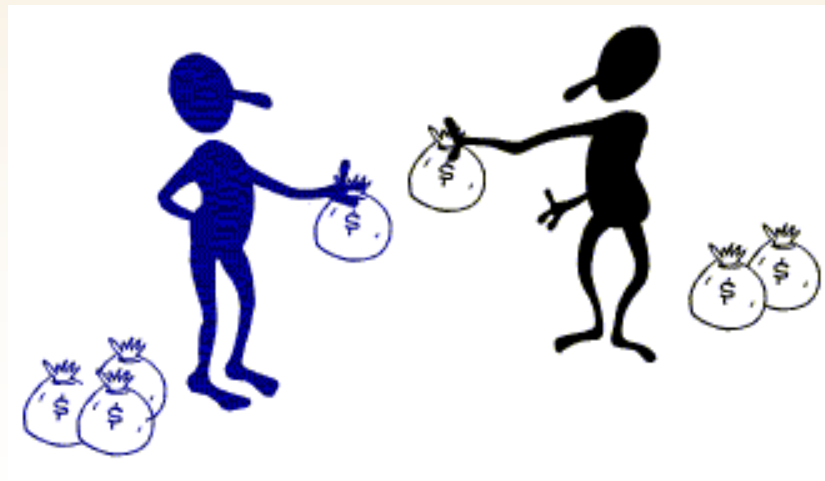
- If you prepare, it takes less time and effort
- There is a movement toward application streamlining (projectstreamline.org)
- Grantseeking can be cost-effective compared to other types of fundraising
- Grants help you save lives!



Perceived Grantseeking Barriers

Perception #5: “We need general operating support” and/or “We need capital project funding”

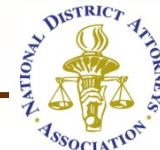
Grants can cover your program work so that other funds can be used toward general operations or capital projects



The Grantseeking Mindset

What's different about grants from other types of funding?

- Typically project-focused
- Time-limited
- Facilitates/strengthens relationships - often resulting in residual benefits
- Think in terms of projects, goals, and partnerships!

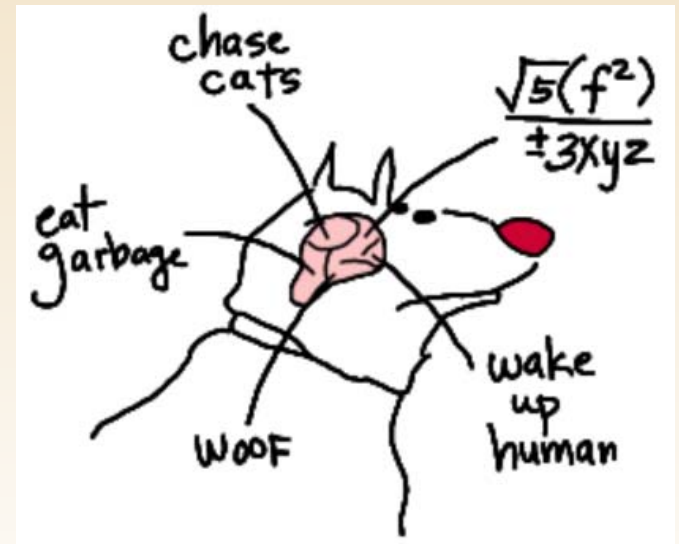


The Grantseeking Mindset

Organizational factors to consider when applying for a grant

- Financial strength and stability
- Capacity to successfully carry out grant-supported work
- Successful track record and current strengths

It's not about what you need, but about what you can do!
Emphasize your strengths. Funders like to back a winner.



Grant Programs and Requests for Proposals (RFPs)

Grant RFPs/websites generally include:

- **Program/RFP summary and fundable projects**
 - What are they looking for?
 - What are the funder's goals?
- **Organizational eligibility**
 - What type of org? Are municipalities included?
- **Award range or maximum**
 - What is the funding limit?

- **Application deadline**

- What time and time zone?
Does 12 midnight mean day before or day of?

- **Review/approval process**

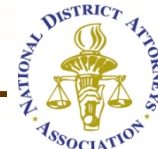
- When will I hear back?

- **Contact information**

- Who can I contact with programmatic or administrative questions?

- **Grant history/database**

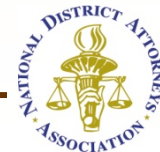
- Which orgs and projects successfully got funded?



RFPs

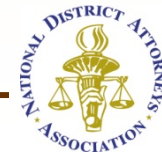
Solicited vs. Unsolicited

- **Unsolicited / Open** = Any eligible applicant may apply
- **Solicited / Invited** = Funder approaches YOU to submit a proposal and/or guides you on your proposal submission
- **Letter of Inquiry/Letter of Interest (LOI)** = Open first stage for screening; only those invited to the next stage can apply



Learning About RFPs

- Bookmark funders' sites – visit them periodically
- Sign up for funders' mailing lists and e-newsletters
- Follow funders' Facebook pages/Twitter feeds
- Visit sites that announce RFPs, sign up for alerts



RFP Resources



ASPCApro.org



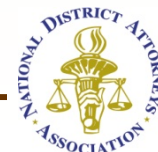
FoundationCenter.org



AnimalGrantmakers.org



TheLionsShareBlog.com



Learning about RFPs

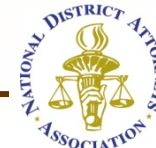
<http://philanthropynewsdigest.org/rfps>

The screenshot shows the PND website interface. At the top left is the logo for PND PHILANTHROPY NEWS DIGEST, with the text "A service of the FOUNDATION CENTER" below it. To the right is a search bar labeled "Search PND...". Below the logo is a navigation menu with tabs for "News", "RFPs" (highlighted in yellow), "Jobs", "Features", "Blog", and "Classifieds".

The main content area is titled "RFPs" and includes a sub-header "PND > RFPs". Below this is a paragraph of text: "Philanthropy News Digest publishes RFPs and notices of awards as a free service for grant-making organizations and nonprofits. To have your RFP considered for publication, please email pndrfp@foundationcenter.org with a Word document, text-only file, or link to a Web site explaining the program scope, grantee qualifications, application instructions, and deadlines. We require notice of funding opportunities five weeks in advance of their deadlines."

Below the text is a section titled "New RFPs" with a sub-header "AGING". The main heading is "American Federation for Aging Research Invites Applications for Glenn/AFAR Postdoctoral Fellowships". Below this, it says "POSTED: FEBRUARY 13, 2014" and "DEADLINE: MARCH 3, 2014". A short paragraph follows: "Grants of up to \$60,000 will be awarded to encourage and further the careers of postdoctoral fellows who are uniquely capable of translating advances in basic research from the laboratory to the clinic...."

On the right side of the page, there are several sections: "PND NEWSLETTERS AND ALERTS" with a "Subscribe" button; "SEARCH RFPs" with a "Subject" dropdown menu set to "Animal Welfare" and a "Keyword" search box; and "UPCOMING DEADLINES".



Learning about RFPs

Currently Active RFPs

Animal Welfare



All Locations



Optional keyword(s)

Search

Showing 8 rfp's of 8

Date posted

All



[Winn Feline Foundation Seeks Applications for Research Promoting Cat Health](#)

Grants of up to \$35,000 will be awarded for research projects that address assessment of pain, osteoarthritis/joint health, and kidney disease in cats....

POSTED: FEBRUARY 28, 2014

DEADLINE: APRIL 21, 2014

[APDT Foundation Invites Applications for 2014 Canine Behavioral Research Grants](#)

Grants of \$1,500 will be awarded for academic research projects in a field related to behavior analysis, ethology, or cognition....

POSTED: FEBRUARY 20, 2014

DEADLINE: APRIL 1, 2014

[ASPCA Offering Program-Related Investments for Emergencies and Disasters](#)

Short-term low-interest bridge loans of up to \$250,000 will be awarded to support animal welfare organizations responding to natural disaster, human-caused disasters, or economic emergencies....

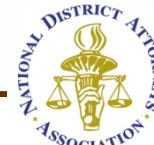
POSTED: FEBRUARY 10, 2014

OPEN

[RedRover Seeks Applications From Emergency Shelter Organizations to Help Victims of Domestic Abuse and](#)

POSTED: JANUARY 12, 2014

DEADLINE: MAY 15, 2014

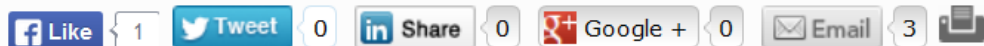


Learning about RFPs

American Humane Association Offers Care Grants for Abused and Neglected Animals

FEBRUARY 6, 2013

OPEN



The [American Humane Association](#) provides financial assistance to animal welfare organizations and breed-specific rescue groups responsible for the temporary care of animals before they are put for adoption into permanent homes.

Due to the overwhelming number of abuse cases nationwide, Second Chance Fund grants are offered only in select cases of animal abuse or neglect. Funding may be used only to cover medical procedures for animals that have been victims of abuse or neglect and require medical treatment before being placed for adoption.

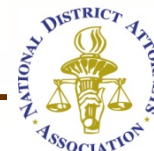
More information about Second Chance Fund grants, including stories of animals who have benefited from getting a second chance, can be found at the American Humane Association Web site.

[Link to Complete RFP](#)

SUBJECTS: [ANIMAL WELFARE](#)

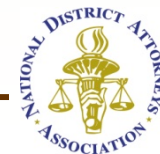
ORGANIZATION: [AMERICAN HUMANE ASSOCIATION](#)

GEOGRAPHIC FUNDING AREA: [NATIONAL](#)



Preparing to Apply

Look for shared priorities



Preparing to Apply

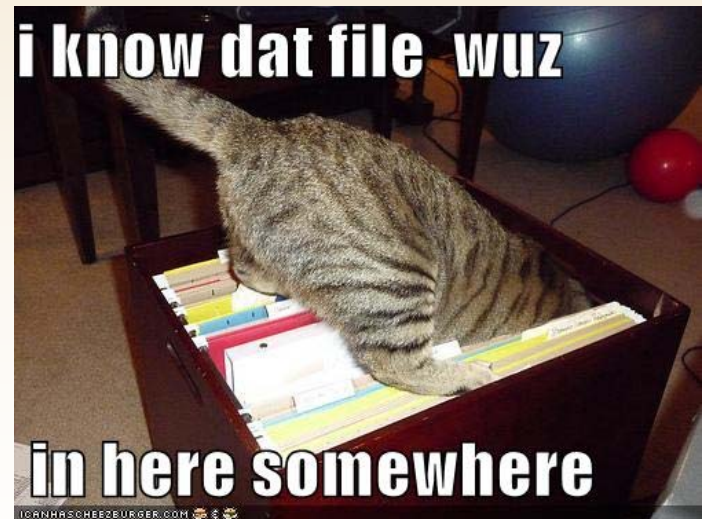
...but try to avoid this:



Preparing to Apply

Get organized: **Note & build in lead time for application deadlines**

- Loop in the right people whose info or approvals might be needed (ED? Accountant? Board member?)
- Put deadlines in Outlook with reminders
- Apply earlier than later



Preparing to Apply

- Gather commonly requested application data, stats, & documents
 - Employer Identification Number (EIN)
 - Form 990, financial statements, annual reports, operating budget
 - IRS Letter of Determination
 - List of board members & senior staff
 - Annual intake & final disposition #'s by species
- Store these items in electronic folders
- Update your org's Guidestar profile

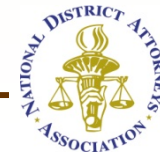
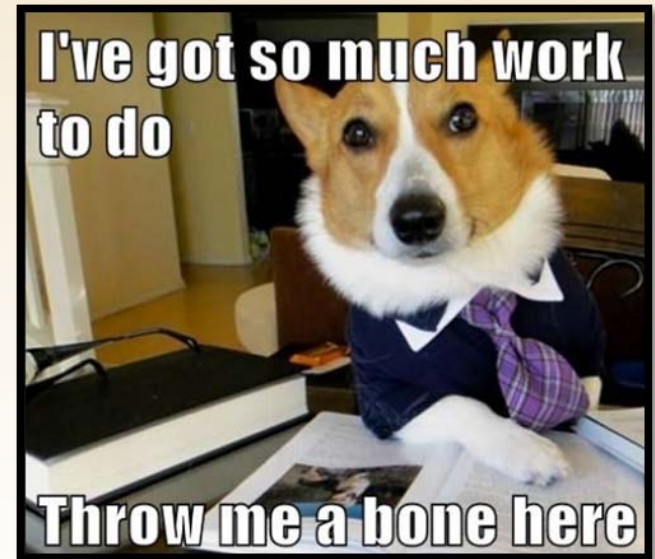


Submitting a *Complete* Application

Funders need details to evaluate your request

Detailed project description:

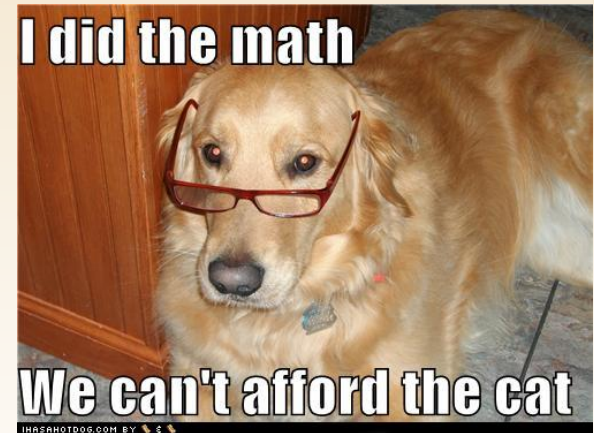
- What do you need the grant funding for?
- Who will benefit?
- Why are you doing it?
- How and where will you do it?
- When and for how long?



Submitting a *Complete* Application

Prepare and present a solid budget

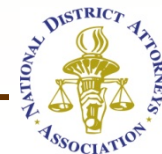
- Make sure the amount you're requesting isn't too high or too low.
- Provide detailed breakdown of project costs
- Provide a clear explanation and justification for each line item
- Be prepared to list grants from other funders



Grant Proposal Tips

Be compelling

- Link your project to an urgent need
 - Contextualize the “ask” with background statistics
 - Explain what differentiates your organization from others
 - Describe how the project impacts the larger community
- Consider long-term impact

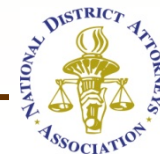


Grant Proposal Tips

Think like the funder

If you were in the funder's shoes, what would you want to know from the grantee?

- If the request is for a vehicle, have you considered additional fuel, insurance, driver, storage, other staff? Will it be used regularly?
- If the request is for transport, do you already have collaborators lined up?
- How will the project keep going once the grant period ends?



Grant Proposal Tips

Describe how you will evaluate your project

- What are you trying to change with your project?
- What quantitative and qualitative data can you collect?
- Who will collect and analyze the data and what tools will they need?
- What indicators will tell you that the project has succeeded?

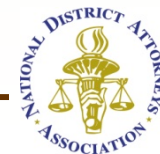


Grant Proposal Tips



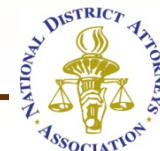
Be precise and polished

- Grammar/punctuation/spelling/CAPS – professionalism is important!
- Provide the pertinent details clearly and concisely – avoid jargon
- Answer all questions
- Have someone review your application before you hit “Submit”



The Foundation Center's GrantSpace.org

The screenshot displays the GrantSpace.org website interface. At the top, the logo for GrantSpace is shown as a service of the Foundation Center. Navigation links include Login, Join, Newsletters, About, Ask Us, Multimedia, and Español. A green 'CHAT NOW' button is visible. Below the navigation is a menu with 'SUBJECTS', 'SKILLS' (highlighted), 'CLASSROOM', and 'TOOLS'. A search bar with a 'GO' button is also present. The main content area features a breadcrumb trail: GRANTSPACE > SKILLS > DEVELOPING PROPOSALS. The title 'Developing Proposals' is prominently displayed with a 'Print' icon. The page is divided into two columns. The left column, titled 'WATCH', contains a video player for 'What Are Potential Red Flags When You Are Reviewing Proposals?' with a duration of 00:01:25. The right column, titled 'LISTEN', features two audio segments: 'Philanthropy Chat: Revisions to DC's Common Grant Application - What You Need to Know' (00:10:22) and 'Philanthropy Chat: Benton Murphy on Letters of Intent/Inquiry' (00:17:22). Both columns have 'MORE »' links.



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GRANTSPACE > **CLASSROOM**

Classroom

Print

TRAINING COURSES

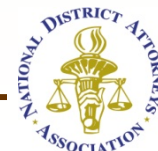
Views: All | Finding Funders | Fundraising Planning | Developing Proposals | Managing Nonprofits

Course title ▲	Format/venue	Price
+ Before You Seek a Grant: A Checklist for New Nonprofits	Classroom Live Webinar Recorded Webinar	Free
+ Budgets that Make the Case: Winning Proposal Budgets	Live Webinar	\$95.00
+ Building Relationships with Foundations to Win the Next Grant	Live Webinar	\$95.00

TRAINING EVENT CALENDAR

February 2014

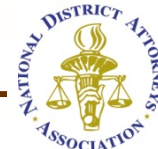
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16	17	18	19	20	21	22
23	24	25	26	27	28	



#1 Secret Ingredient

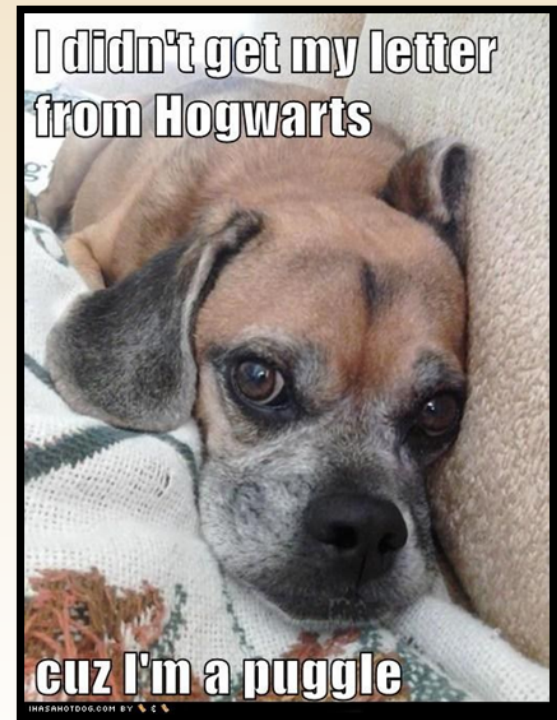
Treat your grant application like a job interview.

- **Be prepared** – show that you did your homework
- **Be professional** – show that you would be a responsible steward
- **Be patient** – the application process can take weeks, even months
- **Be gracious** – avoid taking rejection personally
- **Brush up on technical skills** – most applications are online now
- **Provide references** – other funders, grantees, veterinarian, etc. (Make sure to talk with them first!)
- **Manage your online image** – update website; Google yourself!



Common Reasons for Declination

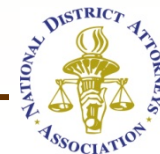
- Lack of clarity or details
- Wrong application (read guidelines carefully!)
- Multiple requests in one application
- Request is outside of funding priorities
- Organization owes overdue reports
- **A declination of a grant request is not a rejection of your organization.**



Making Connections



- **Conferences & networking!!**
- Take leadership role in your local/regional network
- **TIP:** Do research before networking events & conferences
- Demonstrate connections and collaboration
- Even if there isn't a funding fit, the connection can give you leads

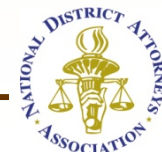


Making Connections



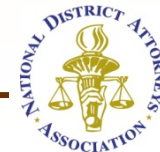
Be Careful

- Don't put funder on your mailing list unless they encourage or request it
- Exercise judgment about LinkedIn, Facebook friend requests for individuals
- Find out who you need to talk to; avoid spamming anyone & everyone
- Demonstrate connections, but name-dropping can backfire
- Cold calling not a good idea



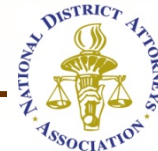
Maintaining the Relationship

- Thank you notes are always appreciated
- Comply with reporting requirements
 - Put effort into quantitative & qualitative outcomes
 - “Happy tail” stories and photos go a long way
 - If successful, follow up to inquire about renewal funding



Maintaining the Relationship

- **Get in touch periodically**
 - Specifically, when there is big news to report (big outcome, surprising progress, impressive media coverage, etc.)
 - Don't bombard funders with emails
 - Invitations to events/galas are generally ok
 - Funders tend to prefer emails to phone calls
 - Encourage site visits – invite your funder!
- Recognize the funder on your website and through social media, press releases, events, and other publicity



Tips for Grants for Animal Seizure & Care Costs

Preparation is everything

- Know your funders and make connections beforehand
- Have background info ready (990, EIN, stats)
- Know your capacity and estimated costs, including veterinarian & third party costs
- Track already incurred costs and come up with budget for length of time you will be holding animals (consider average length of time before trial or forfeiture hearing)
- Any legal issues that might arise when holding seized animals: What can be shared with funder? Which details are sensitive? Can photos be shared?
- Any public information that can bolster your request? (news articles and clips)



Who Supports Animal Seizure Care & Prosecution?

ASPCA – aspcapro.org/grants

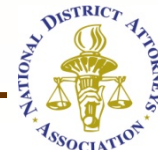
- Animal cruelty investigation programs
- Large-scale seizures (Puppy Mills, Hoarding, Animal Fighting)
- Expenses incurred as a result of cruelty seizures, such as veterinary care, housing, transport, spay/neuter and placement.
- Outreach programs aimed at preventing or eliminating animal cruelty

PetSmart Charities – petsmartcharities.org

- Emergency Relief Grants – includes rescues from hoarders and puppy mills, and victims of cruelty
- They also provide in-kind pet supplies

Ian Somerhalder Foundation – isfoundation.org

- \$2,500 grants for emergency medical care of abuse/neglect victims



Who Supports Animal Seizure Care & Prosecution?

Animal Legal Defense Fund – aldf.org

Criminal Justice Program

- Free legal assistance to prosecutors, investigators, and veterinary professionals; legal research; strategy suggestions; location of expert witnesses; amicus briefs; training

ALDF Litigation Program

- Awards monetary grants to assist attorneys with animal-related cases

Humane Society of the United States –

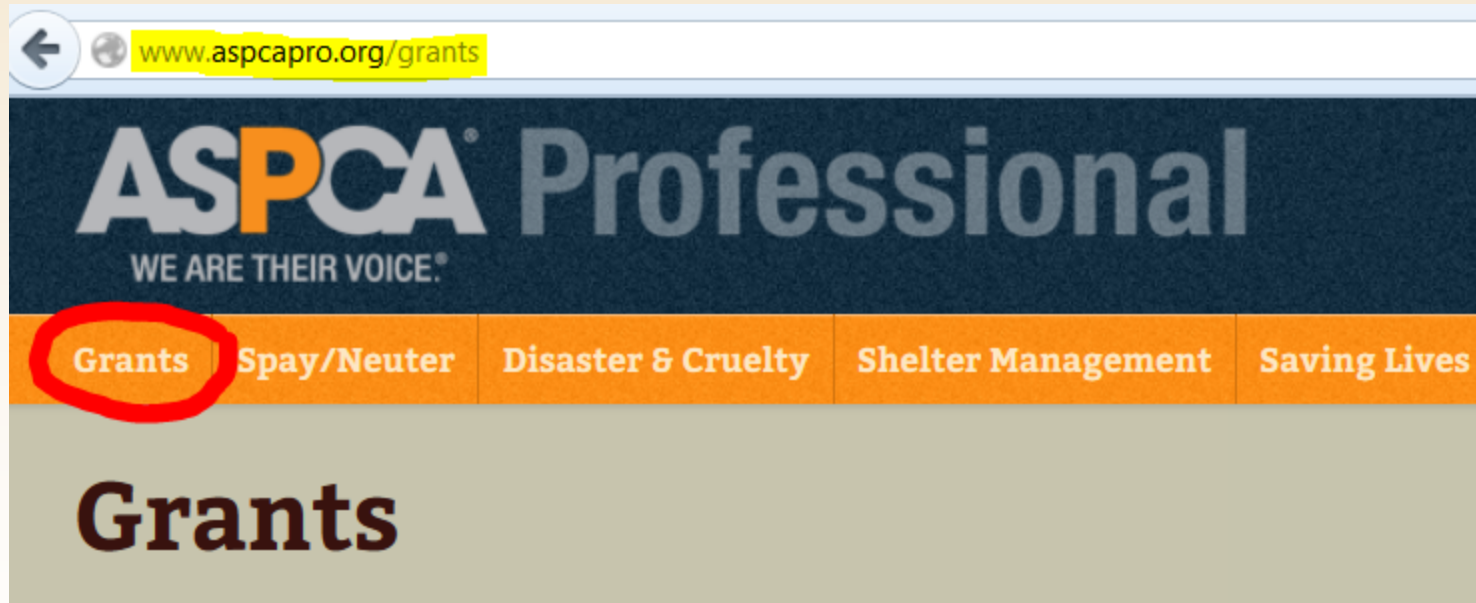
humanesociety.org

- Resources for prosecutors: legal research and writing; expert witness and testimony; media assistance; amicus briefs; prosecutor training



ASPCA Proposal Process

1. Go to ASPCAPro.org/grants



2. Read through the guidelines and restrictions

Grants

Grant Guidelines

The ASPCA establishes consistent guidelines for the kinds of work we can support with grant funds. We evaluate requests for grants based on the funding priorities and restrictions listed below. Please note that the restrictions apply to all of our grant types.

Funding Priorities

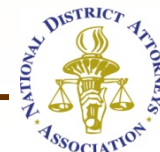
The ASPCA's funding priorities include grants for the following purposes:

- Response to and prevention of animal cruelty
- Emergency and disaster response and preparedness
- Equine projects
- Shelter and spay/neuter programs
- Veterinary outreach

Funding Restrictions

The ASPCA generally will not support:

- Organizations whose mission is unrelated to animal welfare
- Multi-year grant pledges



3. Review specific grant program funding criteria to determine best fit

Grant Opportunities & Apply

Grants for Spay/Neuter Programs

Guidelines and application instructions for spay/neuter programs can be found on this page.

[Read more »](#)

Animal Relocation Grants

Guidelines and application instructions for dog and cat relocation programs can be found on this page.

[Read more »](#)

Grants for Adoption and Other Shelter Programs

Guidelines and application instructions for adoption events, return-to-owner programs, and other live release or intake reduction programs can be found on this page.

[Read more »](#)

Grants to Fight Animal Cruelty

Guidelines and application instructions for programs on anti-cruelty, including cruelty investigations and large-scale seizures, can be found on this page.

[Read more »](#)

New York State Animal Population Control Program

This low-cost spay/neuter grant program is administered by the ASPCA on behalf of the New York State Department of Agriculture and Markets.

[Read more »](#)

Program-Related Investments for Emergencies and Disasters

Learn how to apply for a short-term bridge loan in cases of emergencies and disasters.

[Read more »](#)

Emergency and Disaster Response Grants

Guidelines and application instructions for emergency and disaster response and preparation can be found on this page.

[Read more »](#)

Scholarships and Sponsorships

Guidelines and application instructions for scholarships and sponsorships for conferences, trainings, etc. can be found on this page.

[Read more »](#)

Grants from the ASPCA Equine Fund

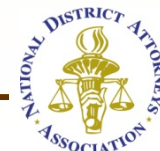
Guidelines and application instructions for programs benefiting horses, mules, donkeys, and ponies (both wild and domestic) can be found on this page.

[Read more »](#)


ASPCA Partnership Grants

Applications for ASPCA Partnership Communities can be accessed here. To learn more about ASPCA Partnerships and how to become involved, click here.

[Read more »](#)



4. * Click on application link
- * Log into or create your account
- * Complete all required fields
- * Upload relevant attachments
- * Submit your application (application process is paperless)

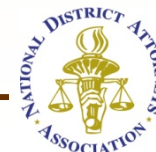


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But also made possible by you!

Questions? Grants@aspca.org



Resources

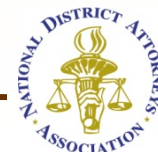
www.ndaa.org/animal_abuse_training_webinars.html

- Register for additional webinars in the series
- Links to archived webinar recordings
- Download presentation slides and bonus materials

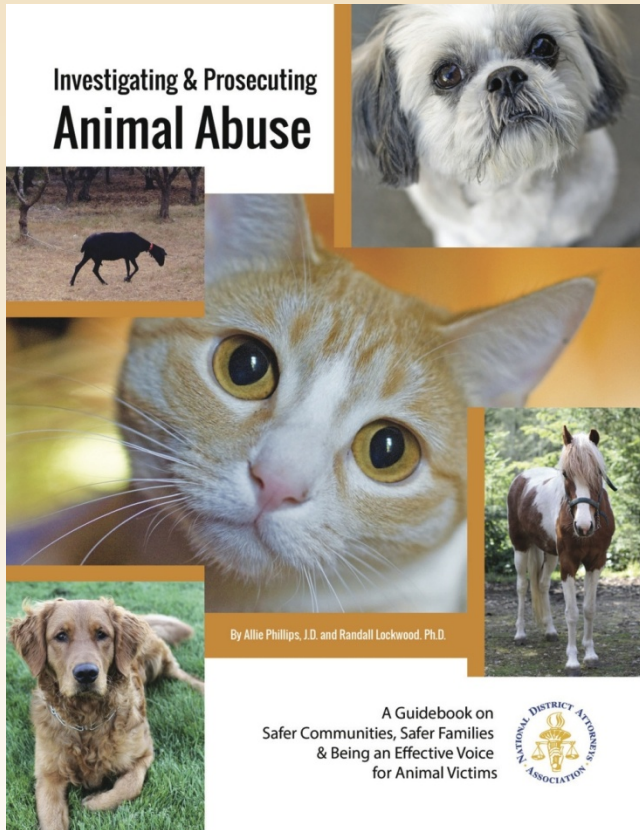
Next Webinar in Prosecuting Abuse Series:

Collaborative Animal Cruelty Investigations
Thursday October 16, 3-4 pm ET

Humane Society of the Pikes Peak Region, Colorado




**Investigating & Prosecuting
Animal Abuse**




By Allie Phillips, J.D. and Randall Lockwood, Ph.D.


A Guidebook on
Safer Communities, Safer Families
& Being an Effective Voice
for Animal Victims



UNDERSTANDING
The Link
*between Violence to Animals
and People*



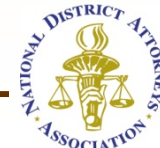
A Guidebook for Criminal Justice Professionals



ASPCA

By Allie Phillips, J.D.

**Each Guidebook is 80+ pages
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www.ndaa.org/animal_abuse_newsletter_mailinglist.html**



National Coalition on Violence Against Animals

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Membership in the NCOVAA is free. If you have any questions please email contact@ncovaa.org

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This category is for any Federal Government employee. They will be an ex officio, non voting partner for observational and informational purposes.

National Organizational Member - Free

Subscription period: Unlimited
This membership is for any individual who is part of a national, non-profit or non-governmental organization.

State or Local Government Member - Free

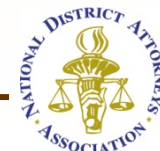
Subscription period: Unlimited
This membership is for any individual from a state or local government agency.

Student Member - Free

Subscription period: Unlimited
This membership is open to any student of a college or university who has an interest to participate in the coalition.

Subject Matter Expert or Professional Member. - Free

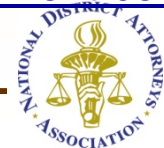
Subscription period: Unlimited
This membership is for any professional or subject matter expert with an interest in our coalition. This membership is for individuals who are not part of a group represented in another member category. Examples are individual advocates, private practice attorneys, doctors, or veterinarians.



National Law Enforcement Center for Animal Abuse

- Established by the National Sheriffs' Association to provide law enforcement officers information on the realities of animal abuse, and to promote their proactive involvement in the enforcement of animal abuse laws in their communities.
- Through our partners, serves as an information clearinghouse and forum for law enforcement on the growing problem of animal abuse, its link to other types of crimes, including violence against humans and officer-dog encounters.

<http://www.sheriffs.org/content/national-law-enforcement-center-animal-abuse>



For resources, newsletter and webinar information ...

Allie Phillips

Director, National Center for
Prosecution of Animal Abuse

Deputy Director, National Center for
Prosecution of Child Abuse

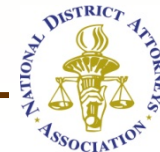
National District Attorneys Association

99 Canal Center Plaza, Suite 330

Alexandria, VA 22314

aphillips@ndaa.org

703-519-1674



Watch this webinar recording anytime!
Information applicable to any kind of animal
welfare agency

www.ASPCApro.org/webinars

Grant Resources for Equine Rescue

