Grant Writing: Securing Funding for Animal Care

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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%
Perceived Grantseeking Barriers (cont’d)

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

Perceived Grantseeking Barriers (cont’d)

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 (cont’d)

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 (cont’d)
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 (cont’d)
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?

### 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
Learning about RFPs: Resources

- ASPCApro.org
- FoundationCenter.org
- AnimalGrantmakers.org
- TheLionsShareBlog.com

Learning about RFPs

- http://philanthropynewsdigest.org/rfps

Learning about RFPs

- Currently Active RFPs
Learning about RFPs
American Humane Association Offers Care Grants for Abused and Neglected Animals

Preparing to Apply
Look for shared priorities

Preparing to Apply (cont’d)
…but try to avoid this:
Preparing to Apply (cont’d)
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 (cont’d)
Get organized

- 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 (cont’d)

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/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 (cont’d)

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 (cont’d)

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 (cont’d)

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.”

Grant Proposal Tips (cont’d)

The Foundation Center’s GrantSpace.org
Grant Proposal Tips (cont’d)
The Foundation Center’s GrantSpace.org

#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

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 surprising progress, impressive media coverage, etc.)
  - Don't bombard funders with emails unless it is something substantial
  - Invitations to events/galas are generally ok
  - Funders tend to prefer emails to phone calls
  - Encourage site visits – invite your funder!
- Be sure to 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, etc)
• 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, etc)

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
• $2500 grants for emergency medical care of abuse/neglect victims

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; etc.

ALDF Litigation Program
• Awards monetary grants to assist attorneys with worthy 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
Proposal Process

1. Go to ASPCApro.org/grants

Proposal Process (cont’d)

2. Read through the guidelines and restrictions

Proposal Process (cont’d)

3. Review specific grant program funding criteria to determine best fit
Proposal Process (cont’d)

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)

Questions? Grants@aspca.org

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Questions?
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, 2014 from 3-4pm eastern
By Joe Stafford (Director of Animal Law Enforcement) and
Rod Novotny (Animal Law Enforcement Training Manager)
with the Humane Society of the Pikes Peak Region,
Colorado

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

National Coalition on Violence Against Animals
Join as an agency or individual for free!
www.ncovaa.org
National Law Enforcement Center for Animal Abuse

The National Law Enforcement Center on Animal Abuse was 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, the Center will serve 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 …

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