

## Grant Application Form

We know that implementing fresh, creative ideas and practices can ultimately lead to lifesaving – getting all the animals adopted!

We love hearing about groundbreaking, innovative ideas and practices for getting it done! The goal of Maddie Talks is to provide inspiration to animal welfare in the form of short, motivational “Ted-like Talk” videos that will equip the industry with information and knowledge to further their lifesaving.

Maddie’s Fund® has set aside funding for up to 25 videos under 10 minutes in length that showcase lifesaving ideas not yet widely in use. We will be awarding grants for up to \$4,000 per video; \$3,000 for the short video and another \$1,000 if you are selected to participate in a forum discussion on your Maddie Talk video.

We invite non-profit animal lifesaving organizations to propose their innovative idea or practice through the grant application below. Your application, if selected, can lead to even more lives saved!

Preference will be given to shelters and rescue organizations that have been operating for at least five years and have a proven lifesaving track record with their data published on their website.

Please provide the following information:

### 1. Speaker’s Organization Information

a. Name of Organization:

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b. Head of Organization:

i. Name:

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ii. Title:

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iii. Phone:

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iv. Email:

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c. Organization Address:

i. Street:

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ii. City, State, Zip:

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d. Organization Website:

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e. EIN Number:

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For questions 1f - 1j, please refer to our [Grant Requirements](#) webpage for more information.

- f. Please provide the web link to where you are publicly sharing your annual animal statistics **on your website (on the same page as your lifesaving percentage - see 1g below).**
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- g. Please provide the web link to where you are publicly sharing your lifesaving percentage, **including how it was calculated, on your website (on the same page as your annual animal statistics - see 1f above).**
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- h. My organization is an active participant in [Shelter Animals Count](#).

Yes

No, please explain (required):

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- i. My organization is an active participant in the [Million Cat Challenge](#).

Yes

No, please explain (required):

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- j. My organization is current on all grant reporting requirements for Maddie's Fund grants.(Please contact Maddie's Fund at 925.310.5450 if you have questions about this.)

Yes

No, please explain:

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2. Speaker's Organization Demographics:

- a. Which best describes your organization?
- b. Municipal animal services
- c. Animal shelter/rescue with a government contract (i.e., animal control or housing services)
- d. Shelter without a government contract (physical facility)
- e. Rescue without a government contract (solely foster-based)
- f. Other (please specify): \_\_\_\_\_



b. Approximately how many dogs and/or cats does your organization handle annually?

Dogs:

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Cats:

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3. Application Submitted by Contact Info:

a. Same as Head of Organization (skip to #4)

b. Different Contact

c. Name: \_\_\_\_\_

d. Title: \_\_\_\_\_

e. Phone: \_\_\_\_\_

f. Email: \_\_\_\_\_

4. Speaker information:

a. Same as Head of Organization (skip to #4v)

b. Same as Submitted by (skip to #4v)

c. Different Contact

i. Name: \_\_\_\_\_

ii. Title/Role: \_\_\_\_\_

iii. Phone: \_\_\_\_\_

iv. Email: \_\_\_\_\_

v. Length of Time with Organization: \_\_\_\_\_



5. Describe your one lifesaving idea/practice that is not already widely in use at other shelters and rescues (please see examples below).
  
6. In one concise statement, describe your idea or practice. Please see examples below.
  
7. List data and other evidence that supports your idea/ practice (please see examples below):
  
  
  
  
  
  
  
8. Do you have a “call to action” and if so, what is it?
  
  
  
  
  
  
  
9. If applicable, would you be willing to participate in an educational forum on your lifesaving idea or practice?

EXAMPLE 1:

**Lifesaving idea:** FOSTER TEAMS

**Short, concise statement of what your idea or practice is:** By implementing foster teams, shelters can improve the fostering experience and save more lives.

**Evidence to support your idea or practice:**

1. More people accountable to the pet – peer pressure to get it adopted
2. Better quality experience to get pet adopted – people working to their strengths
3. More pets in foster care– takes pressure off people to perform certain tasks they don’t enjoy and gives them a chance to focus on what they do enjoy

**Call to action:** Consider implementing a foster team pilot program

EXAMPLE 2:

**Lifesaving idea:** Treat parvo using an outpatient protocol

**Short, concise statement of what your idea or practice is:** Parvo treatment doesn’t have to break the bank.

**Evidence to support your idea or practice:**

1. Two studies published that show parvo can be effectively treated using an outpatient protocol
2. In our nine week outpatient clinic, 84% of treated dogs made a recovery
3. Treatments are less expensive, but still very humane and effective
4. Trained foster caregivers can provide this level care

**Call to action:** Don’t euthanize parvo dogs because of cost; treat them using the outpatient protocol



If selected for this opportunity, you will be asked to honor Maddie, the little dog who inspired a movement, through your social media and donor recognition about this grant on your website, donor wall, annual report, newsletter or other promotional materials or marketing communications, as appropriate.

By submitting this application, if selected to create a Maddie Talk, I hereby grant Maddie's Fund permission to use my likeness in a video in any and all publications for publicity and educational purposes, including the Maddie's Fund website, YouTube channel, Facebook and Twitter entries, in perpetuity.

Additionally, I hereby irrevocably authorize Maddie's Fund to edit, copy, exhibit, publish or distribute the video for purposes of publicity, education, or for any other lawful purpose.

I waive any right to royalties or other compensation arising or related to the use of the video. I hereby hold Maddie's Fund harmless and release and forever discharge from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 18 years of age or older and am competent to apply in my own name. I have read this release before signing below and I fully understand the contents, meaning and impact of this release. I agree to indemnify and hold Maddie's Fund harmless for any and all losses, claims, expenses, suits, costs, demands and damages or liabilities on account of personal injury, death or property damages of any nature whatsoever and by whomsoever made, arising out of the video recording activities in which I am taking part.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
[Speaker Applicant Name]

Signed: \_\_\_\_\_  
[Name of Head of Organization]

**Please submit this completed application form along with your detailed outline to:**  
[maddietalk@maddiesfund.org](mailto:maddietalk@maddiesfund.org)

