



The Pet Rescue Foundation

Maddie's Fund[®] Starter Grants

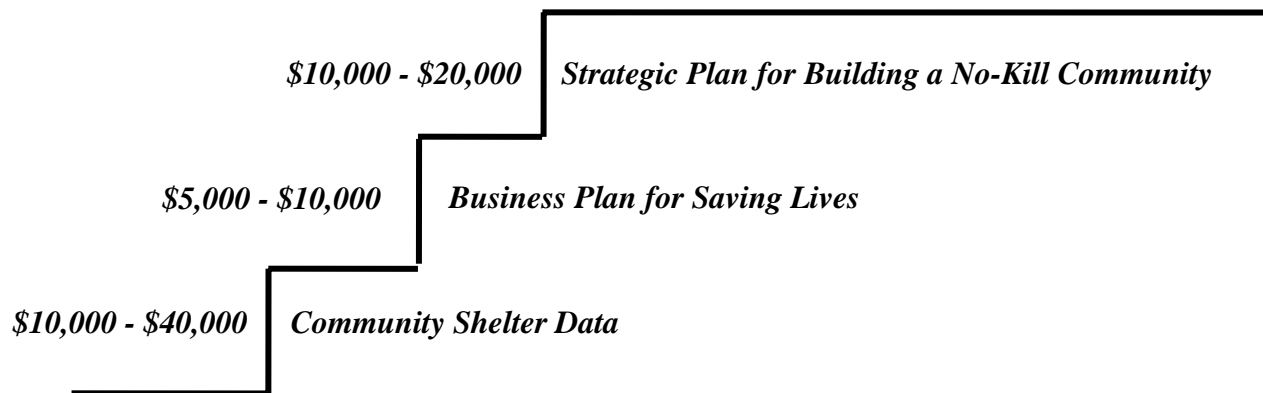
Application Instructions

Revised 11/1/06

Guided by its mission to revolutionize the status and well-being of companion animals, Maddie's Fund[®] is devoting its resources to help build a no-kill nation. Towards that end, Maddie's Fund wants to support local coalitions that combine the talents and resources of adoption guarantee organizations, animal control agencies, and traditional shelters to end the killing of healthy and treatable shelter dogs and cats in their communities within 10 years.

To help build coalitions, Maddie's Fund has created a new series of grants. Starter Grants offer coalitions monetary assistance as they work on the various components of their community collaborations: collecting shelter statistics; reporting shelter data using terminology/definitions presented in the Asilomar Accords; preparing yearly business plans; and formulating 10-year strategic plans.

These grants can help your collaborative efforts by providing a starting point and the tools necessary to help achieve your lifesaving goals. Whether your focus is to lead the animal organizations in the community to a no-kill status on your own through local programs and projects, or to use the starter grants to bring the coalition to the point of applying for a Maddie's Fund Community Grant, these building block grants can help your coalition close the gap between where your community currently is and where you want it to be in the future.



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I. ELIGIBILITY

Coalitions of animal groups operating in any county, region or state in the United States with a human population of 100,000 or greater are eligible to apply for these grants.

Any animal group can apply on behalf of its coalition. Applicants for Maddie's Fund Starter Grants can be animal control agencies, traditional shelters, or adoption guarantee organizations.

Maddie's Fund Starter Grants must be applied for *in order*, starting with the *Community Shelter Data Grant*. Coalitions that have been approved for a *Community Shelter Data Grant* and have received the first installment are eligible to apply for a *Business Plan for Saving Lives Grant*. Coalitions that receive a *Business Plan Grant* are eligible to apply for a *Strategic Plan for Building a No-Kill Community Grant*.

Shelter statistics need to be collected from all groups participating in the coalition. *At a minimum*, the coalition should include all animal control agencies and all traditional shelters located in the target community. The coalition also needs to provide an opportunity for adoption guarantee organizations located in the target community to participate.

Animal groups that are located in Maddie's Fund-supported project areas are not eligible to apply for this grant.

II. HOW TO APPLY FOR MADDIE'S FUND STARTER GRANTS

A. Community Shelter Data Grant

Coalitions may apply for a starter grant for collecting shelter statistics from each participating group using the Animal Statistics Table and the shelter animal classifications of healthy, treatable, and unhealthy & untreatable described in the Asilomar Accords. (A full explanation of the Accords is available online at www.maddiesfund.org/organizations/asilomar.html.)

*Prerequisite: Interested applicants must submit a **Pre-Grant Inquiry**.*

Grant Size: \$10,000 - \$40,000.

*[For an explanation of how this grant will be awarded, please refer to section, **V. Grant Distribution**.]*

To apply for a *Community Shelter Data Grant*, coalitions must first submit a **Pre-Grant Inquiry** in the form provided by Maddie's Fund. The **Pre-Grant Inquiry** provides a thumbnail sketch of the target community. It identifies the geographic area comprising the target community, lists the participating groups in the coalition, and reports basic shelter data community-wide for the most recent one-year period: either Calendar Year or Fiscal Year.

Interested applicants may submit the **Pre-Grant Inquiry** to Maddie's Fund by email (grants@maddiesfund.org) or snail mail (Maddie's Fund, 2223 Santa Clara Avenue Suite B, Alameda, California, 94501).

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After the **Pre-Grant Inquiry** has been submitted and reviewed, Maddie's Fund will arrange a conference call with the coalition to tell them the size of the grant for which they are eligible to apply and to answer any questions. In determining the size of the grant, Maddie's Fund will take into consideration the size of the target community and the number of groups participating in the coalition.

If Maddie's Fund decides that the coalition has the elements necessary to apply for a *Community Shelter Data Grant*, they will be invited to submit a **Maddie's® Community Shelter Data Grant Application**. The application for this grant is posted on our website www.maddiesfund.org.

As part of the **Maddie's® Community Shelter Data Grant Application**, each participating group will need to provide two years of shelter statistics using the Animal Statistics Table and the definitions of healthy, treatable, and unhealthy & untreatable described in the Asilomar Accords. Maddie's Fund understands that most groups are not currently applying the definitions/categorizations of shelter animals included in this application. However, we would ask each group to make their best assessments in applying these definitions/categorizations retroactively and explain in a separate attachment how their assessments were derived.

B. Business Plan for Saving Lives Grant

Coalitions may apply for a starter grant for developing a one-year business plan that will increase adoptions and reduce shelter deaths in their communities and has a strong likelihood of achieving a community-wide adoption guarantee for healthy shelter dogs and cats within five years.

Prerequisite: Coalitions that have been approved for a Community Shelter Data Grant and have received the first installment are eligible to apply for a Business Plan for Saving Lives Grant.

Grant Size: \$5,000 - \$10,000.

*[For an explanation of how this grant will be awarded, please refer to section, **V. Grant Distribution.**]*

To apply for a *Business Plan for Saving Lives Grant*, coalitions must:

- *Submit a one-year business plan which includes at a minimum:*
 - 1) A list of participating groups;
 - 2) A brief description of each group's operations (not to exceed one page per group);
 - 3) Specific strategies for increasing adoptions and reducing shelter deaths community-wide;
 - 4) Quantifiable goals;
 - 5) A description of how progress towards achieving these goals will be evaluated and monitored;
 - 6) A budget and budget narrative;
 - 7) An explanation of how the implementation of the business plan will be funded;
 - 8) An explanation of how the business plan will lead to zero euthanasia of healthy shelter dogs and cats community-wide by the start of year five.

In addition, coalitions involving more than one participating group must also agree to release healthy dogs and cats from animal control agencies and traditional shelters into the care of responsible

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adoption guarantee organizations when all available adoption avenues have been exhausted, and provide this agreement in writing as part of their application.

C. Strategic Plan for Building a No-Kill Community Grant

Coalitions may apply for a starter grant for developing a credible ten-year strategic plan that guides their community to achieve no-kill status, whereby all healthy and treatable shelter dogs and cats are guaranteed loving homes.

Prerequisite: Coalitions that have received a Business Plan for Saving Lives Grant are eligible to apply for a Strategic Plan for Building a No-Kill Community Grant.

Grant Size: \$10,000 - \$20,000.

*[For an explanation of how this grant will be awarded, please refer to section, **V. Grant Distribution.**]*

To apply for a *Strategic Plan for Building a No-Kill Community Grant*, coalitions must:

- *Submit a ten-year strategic plan which includes, at a minimum, for each year of the plan:*
 - 1) Strategies for increasing adoptions and reducing shelter deaths community-wide leading to the achievement of an adoption guarantee for healthy shelter pets by the start of year five and no-kill status by the end of ten years;
 - 2) Quantifiable goals for increasing adoptions and reducing shelter deaths;
 - 3) A description of how progress towards achieving the goals will be evaluated and monitored;
 - 4) A budget and budget narrative; *and*
 - 5) An explanation of how the implementation of the strategic plan will be funded.

In addition, applicants must provide:

- 6) A list of the participating groups; and
- 7) A brief description of each group's operations (not to exceed one page per group).

III. THE REVIEW PROCESS

Maddie's Fund starter grant applications/proposals can be submitted year round. There is no deadline for submission. Two copies of the application materials should be sent to Maddie's Fund, 2223 Santa Clara Avenue, Suite B, Alameda, California 94501.

Qualified applications will be submitted to the Maddie's Fund Board of Directors for their review and approval. All funding decisions are at the discretion of the Maddie's Fund Board of Directors. Funding decisions will be communicated to the coalitions by the Maddie's Fund staff.

IV. FUNDED PROJECT REQUIREMENTS

If your application is approved for funding, Maddie's Fund will prepare a grant contract for review and signature by the animal group that applied for the grant on behalf of your coalition. The contract

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includes a confirmation letter outlining the terms and conditions of the grant, an indemnity agreement, and a Maddie Recognition Plan.

Grantees will be expected to:

- honor the Maddie's Fund core values of honesty, integrity, and mutual respect;
- agree to maintain cordial, professional relations with colleagues and the public;
- carry on public debate and discussion without personal attacks or recriminations;
- submit to Maddie's Fund annual shelter statistics from each group participating in their coalition and community-wide for three years after the grant is awarded; and
- follow a special recognition plan, commensurate with the level of funding received, honoring Maddie, the Miniature Schnauzer, whose lifetime of unconditional love and devotion inspired the creation of Maddie's Fund.

V. GRANT DISTRIBUTION

Each participating group, regardless of its operational model or approach, is eligible to receive a portion of the starter grants funding.

A. Community Shelter Data Grant

The *Community Shelter Data* grant will be awarded in 3 installments: the first installment will be distributed upon approval of the grant application and after the receipt of signed grant contract; the second installment will be distributed at the end of the first year and the third installment at the end of the second year.

The allocation of grant funds to each participating group will be based on a percentage of the total performance. Total performance *equals* the number of adoptions performed by participating animal control agencies *plus* the number of animals transferred from participating animal control agencies to participating adoption guarantee organizations *plus* the number of adoptions performed by participating traditional shelters *plus* the number of animals transferred from participating traditional shelters to participating adoption guarantee organizations *plus* the number of adoptions performed by participating adoption guarantee organizations *plus* the number of animals transferred from participating animal control agencies and traditional shelters to participating adoption guarantee organizations as part of their intake. For the purpose of this calculation, transfers are double counted – the animal control agency or traditional shelter that transfers the animal *and* the adoption guarantee group that receives the animal are credited.

Total Performance = Total Adoptions by All Groups within the Coalition (Animal Control Agencies, Traditional Shelters and Adoption Guarantee Organizations) + Total Transfers from Animal Control Agencies and Traditional Shelters to Adoption Guarantee Organizations within the Coalition + Total Transfers from Animal Control and Traditional Shelters to Adoption Guarantee Organizations within the Coalition.

The amount of grant funds each group receives is based on the following formula:

Animal Control Agency: (The Agency's Total Adoptions + The Agency's Transfers to Adoption Guarantee Orgs within the Coalition) ÷ Total Performance

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Traditional Shelter: (The Shelter's Total Adoptions + The Shelter's Transfers to Adoption Guarantee Orgs within the Coalition) ÷ Total Performance

Adoption Guarantee Organization: (The Organization's Total Adoptions + The Organization's Transfers received from Animal Control Agencies and Traditional Shelters within the Coalition) ÷ Total Performance

Distribution of the first installment will be based on the most recent shelter statistics submitted with the application; distribution of the second installment will be based on shelter statistics from Year 3 of the grant period.

For example, Coalition A receives a *Community Shelter Data Grant* in the amount of \$40,000. The first installment of \$20,000 will be allocated among the participating groups based on their 2006 shelter statistics.

In 2006 the participating animal control agency (AC) performed 1,500 adoptions and transferred 600 animals to participating adoption guarantee organizations (AGO), the participating traditional shelter (TR) performed 1,000 adoptions and transferred 200 animals to participating adoption guarantee organizations, and the four participating adoption guarantee organizations (AGO) performed 2000 adoptions and received 800 dogs and cats from the animal control agency and the traditional shelter.

Total Performance for this project = 6100 adoptions and transfers community-wide.

| PARTICIPATING GROUPS | ADOPTIONS | AC TRANSFERS | TR TRANSFERS | TOTAL | % of GRANT | GRANT SIZE (\$) |
|-----------------------------|------------------|---------------------|---------------------|--------------|-------------------|------------------------|
| AC | 1500 | 600 | | 2100 | 34% | \$6,800 |
| TR | 1000 | | 200 | 1200 | 20% | \$4,000 |
| AGO 1 | 200 | 100 | 50 | 350 | 6% | \$1,200 |
| AGO 2 | 300 | 50 | 50 | 400 | 7% | \$1,400 |
| AGO 3 | 500 | 200 | 50 | 750 | 12% | \$2,400 |
| AGO 4 | 1000 | 250 | 50 | 1300 | 21% | \$4,200 |
| AGO (Subtotal) | 2000 | 600 | 200 | 2800 | 46% | \$9,200 |
| TOT PERFORMANCE | 4500 | 1200 | 400 | 6100 | 100% | \$20,000 |

Following the plan outlined above, the animal control shelter would receive \$6,800 or 34% of the grant (2100 divided by 6100), the traditional shelter would receive \$4,000 or 20% (1200 divided by 6100) and the adoption guarantee organizations would split \$9,200 or 46% of the grant (2800 divided by 6100) according to the number of adoptions they performed plus the number of transfers they received from the animal control agency and the traditional shelter in 2006 (divided by 6100).

The second installment of \$10,000 would be allocated among the participating groups at the end of Year 1, using the same criteria based on Year 1 shelter statistics. The third and

final installment of \$10,000 would be allocated among the participating groups at the end of Year 2, using the same criteria based on Year 2 shelter statistics.

***Special Note:** If the groups in the coalition agree to publish their annual individual and community shelter statistics on their websites and in their publications for the duration of the grant period, Maddie's Fund will provide additional money as part of their Community Shelter Data Grant award.*

B. Business Plan for Saving Lives Grant

The *Business Plan for Saving Lives* starter grant will be awarded in one installment. Half of the grant funds will be given to the animal group responsible for preparing the strategic plan. Each participating group will receive a portion of the remaining grant funds following the same distribution plan for *Community Shelter Data Grants*, using the most recent annual shelter statistics supplied by the coalition.

C. Strategic Plan for Building a No-Kill Community Grant

The *Strategic Plan for Building a No-Kill Community* starter grant will be awarded in one installment. Half of the grant funds will be given to the animal group responsible for preparing the strategic plan. Each participating group will receive a portion of the remaining grant funds following the same distribution plan for *Community Shelter Data Grants*, using the most recent annual shelter statistics supplied by the coalition.

VI. DEFINITIONS OF ANIMAL ORGANIZATIONS

Animal Control (AC): Municipal agencies or animal organizations that contract with local governments to provide animal control services.

Traditional (TR): Animal organizations that manage shelter populations by euthanizing pets that are considered to be healthy or treatable in addition to unhealthy & untreatable animals. If a traditional shelter has a contract with local government to provide animal control services, please include this organization in the Animal Control category.

Adoption Guarantee (AG): Animal organizations that save all the healthy and treatable animals under their care, with euthanasia reserved only for unhealthy & untreatable animals. An adoption guarantee organization could be an animal shelter, rescue group, foster care organization, or sanctuary.

An animal organization does not have to say it's an adoption guarantee organization, but it does have to: (1) save all healthy and treatable animals under its care and make public its commitment to doing so; (2) clearly articulate to its community that it is saving all healthy and treatable animals under its care; (3) use the definitions of healthy and treatable as described in the Asilomar Accords; and (4) publish, at least annually, in the organization's primary publications and on its website, the organization's shelter statistics, including the number of live intakes, adoptions, returns to owners/guardians, transfers, died in kennel, and euthanasia, including owner-requested euthanasia.

VII. CATEGORIES OF SHELTER ANIMALS

Healthy: The term “healthy” means and includes all dogs and cats eight weeks of age or older that, at or subsequent to the time the animal is taken into possession, have manifested no sign of a behavioral or temperamental characteristic that could pose a health or safety risk or otherwise make the animal unsuitable for placement as a pet, and have manifested no sign of disease, injury, or congenital or hereditary condition that adversely affects the health of the animal or that is likely to adversely affect the animal’s health in the future.

Treatable: The term “treatable” means and includes all dogs and cats who are “rehabilitatable” and all dogs and cats who are “manageable.”

Rehabilitatable: The term “rehabilitatable” means and includes all dogs and cats who are not “healthy,” but who are likely to become “healthy,” if given medical, foster, behavioral, or other care equivalent to the care typically provided to pets by reasonable and caring pet owners/guardians in the community. (Treatable – Rehabilitatable conditions are generally considered to be curable.)

Manageable: The term “manageable” means and includes all dogs and cats who are not “healthy” and who are not likely to become “healthy,” regardless of the care provided; but who would likely maintain a satisfactory quality of life, if given medical, foster, behavioral, or other care, including long-term care, equivalent to the care typically provided to pets by reasonable and caring pet owners/guardians in the community; *provided, however*, that the term “manageable” does not include any dog or cat who is determined to pose a significant risk to human health or safety or to the health or safety of other animals. (Treatable – Manageable conditions are generally considered to be chronic.)

Unhealthy & Untreatable: The term “Unhealthy & Untreatable” means and includes dogs and cats who, at or subsequent to the time they are taken into possession,

1. have a behavioral or temperamental characteristic that poses a health or safety risk or otherwise makes the animal unsuitable for placement as a pet, and are not likely to become “healthy” or “treatable” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community; or
2. are suffering from a disease, injury, or congenital or hereditary condition that adversely affects the animal’s health or is likely to adversely affect the animal’s health in the future, and are not likely to become “healthy” or “treatable” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community; or
3. are under the age of eight weeks and are not likely to become “healthy” or “treatable,” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community.

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