Community Pet Program: Planning Your Grant Application

A PetSmart Charities Community Pet Program grant project will provide free, accessible spay/neuter and preventative care (vaccinations, parasite control) to an underserved neighborhood.

We have built some planning tools, specific to this program, to help you pull the application together. For the Community Pet Program (CPP) grant category, the right target, goals, capacity, and outreach plan are all key to the success of a highly concentrated, year-long project.

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✅ Define your selected target and why you chose it.
  o For a CPP grant project, select an underserved community -- an area in systemic poverty and with very limited access to affordable veterinary services. Then narrow it to a section small enough that you can saturate it with intensive outreach in 12 months. Think "neighborhood". The recorded webinar for this grant category has more information about defining underserved communities.

  o To help you select and analyze the right target, pull together what you know, what you don’t, and what you can find out. The Sample Community Assessment tool shows which demographics are helpful and where to find them. It also helps you lay them out for easy comparison. Recommended you include the assessment as part of your application.

✅ Set your goals.
  o Use the Pet Calculator tool to estimate the number of intact pets in your target. You should aim to sterilize enough pets to substantially increase the percentage of sterilized pets. There are fields in the application where you will enter the pet estimates which you determine by using the Calculator tool.

  o Note: The minimum goal for this grant category is 500 spay/neuter surgeries.

  o Determine your surgical capacity. How many surgical slots are available to you for this specific project in a 12-month period?
✓ Outline your plan to...
  o …establish trust in the community and discover the barriers. Why have those pet parents not yet spayed or neutered? How can you address those issues? Who within that community can help you find those answers to help their neighbors?
  o …build and deliver the right message: who, what, when, how, where, etc.
    ▪ This kind of project needs a pro-active approach. How will you reach your target audience and encourage them to take advantage of the services?
    ▪ Who are the right people to deliver your message? The right method?
    ▪ How much time and effort will that take?
  o …get clients in the door: appointment logistics and support, no-show plan, transportation, etc.

✓ Explain project requirements and capacity to meet them.
  o What resources will the project require:
    ▪ Surgeries, people, outreach tools and connections, time, funding, supplies, community partners, etc.
    ▪ How you will provide them?
  o Use the Sample Budget and Staffing Considerations tools to think through the project’s requirements and clarify your request. Then use the Budget Template to present your own project in the grant application. The fields in the Budget sample and template are examples of project elements you may want to include. You aren’t required to request them all.
  o The Sample Clinic Letter and Partner Letter show what to include in the required commitment letters from your surgery provider(s) and from any community partner organizations playing major roles in the project.
    ▪ For example, if another organization will handle most of the outreach in your plan, include in your application a letter from that partner about the role they have agreed to in the proposed project.

✓ Describe how you will measure success.
Metrics might include:
  o Intake at your community’s primary open admission shelters. Try to include your local animal control facility if possible. Note: Intake information might not be available for your specific focused target. In that case, you could use that area’s zip code.
    ▪ Before/after decrease in cat and dog intake from target
    ▪ Before/after decrease in kitten and puppy intake (younger than 6 months) from target
    ▪ Before/after increase in percentage of sterilized pets entering shelters from target
  o Decreased demand on local kitten/puppy foster programs
  o Number of target pets you serve during the project who had never before seen a veterinarian

Be sure to include in your application a partner letter for any organization which will provide data.

✓ Be complete.
  o Start planning now. (The application deadline is July 7th -- put it on your calendar as June 15th)
o Refer to Community Pet Program Grants web page for program details.

o Refer to planning tools for samples, templates, and advice.

o Answer everything. Follow instructions. Read the application’s “question mark bubbles” for hidden details.

o Provide all required documents, including financials as defined in the instructions. ("Incomplete financials" is the most common reason we must return a grant application for revision.)

o Get input from key colleagues. One person alone won’t make the project happen.

o Read straight through your end result to be sure it reflects your intentions.