

Hello again animal-lovers. For week three, we continue composing the template sections. We'll cover three sections this week. I'll give you some suggestions for each section and at least one example.

### **Amount of funding requested**

How much you request in each proposal depends on several factors, above and beyond your own needs. Part of your research will be to determine how much the funder typically gives. Grant-maker guidelines often show an "average" amount for grants. Thus if the grant-makers average check is \$2000, then you should stay at or below this number, since you're new to them. Later, if you request "continuing support" (after getting that first check) you can aim higher.

Some funders put a minimum on the guidelines. The Helen Brach Foundation gives to animal-welfare groups. They set a **lower** limit (at least in the past) at \$5000. If you request \$2000, you're not helping yourself, but proving you didn't read their guidelines carefully. A big no-no!!

How much is your own budget? Generally, the bigger your own budget, the more you can request. If your organization budget is \$50,000, it will be pushing the limit to ask for \$10,000 from a single grant-maker. That's 1/5 of your budget. You could potentially get that total amount in grants for a single year, but probably not from a single funder. If your budget is \$250,000, then \$10,000 is a more realistic figure.

If you're seeking \$3000, you could ask three (or more) separate funders for \$1000 each and make this clear and understandable in the template language.

#### **Example #1:**

Knowing our two organizations share a common bond, we're kindly requesting \$500.00 from Compassion for Animals Foundation, Inc.

The purpose of this request is to assist us in the ongoing effort to re-educate the community and change the local disregard of companion animals. The funds will help us care for the animals we assist while we locate their forever homes.

#### **Example #2:**

We are kindly requesting funding in the range of \$1000-\$2000 from the Catt Family Foundation.

The purpose of this request is to assist us with the purchase of a new and much-needed isolation building. This portable building will benefit both cats and dogs in our care for many years to come.

There are a host of animal ailments, such as ringworm, mange, parvo, FIV, FIP, and respiratory ailments which require isolation. Veterinarians recommend isolating animals for at least two weeks in order to see what develops. Placing sick animals with healthy animals can cause major problems and spread of the illnesses.

At a minimum, expenses for the isolation building include:

- A. The initial building purchase
- B. Specialized fittings for the inside, such as pet doors and containment
- C. Expenses to assure the building is level and situated properly
- D. Possible costs for gravel and/or laying a path
- E. Running electricity to the building and hardware to hook up the power
- F. Higher utility bills for cooling and heating the new building in the future

Note in example two, the use of lettered items for easy reading and writing. You could also use numbered items or bullet points. This is one handy way to assemble a great deal of information, in a small amount of space, without having to write extra paragraphs.

### **Partnerships or collaborations**

This section can be wide ranging in scope, including civic groups, churches, schools, retailers of all types, etc.

Do you work with other animal-welfare groups? Have you worked with a wildlife rehab or local college interns? Even if you only have a good relationship with a local pet food store, mention it in this section and make it sound positive. Don't go into too much detail, if you plan to use this same relationship in the "accomplishments" section.

Remember elementary school--where your report card read: "Plays well with others." Well, grant-makers want to know the same thing.

### **Example #1:**

The retail store John's Pet Foods, in nearby Indianapolis, Indiana has been a kind and generous contributor to our efforts. We hold regular adoption and education events in their store.

We also work with a wildlife rehabilitator, Ms. Mary Smith. Our group has spent many long hours helping rescue and care for animals of every sort, including wolves, pot bellied pigs, skunks, raccoons, and dozens more. Ms. Smith has a wonderful small facility on her acreage including secluded release pens.

The local county shelter does not have a licensed person or a facility set up for handling wildlife, so calls to them are referred to Ms. Smith. Friends of Animals gets no financial assistance whatsoever from the city or county, nor does Ms. Smith. All her efforts to rescue and release wildlife are handled out of pocket and our small budget.

### **Example #2:**

We work with a group of disabled individuals, both adults and children, who volunteer weekly at our shelter.

In 2006 our organization began partnering with two local high school groups and that partnership continues. Both schools have active clubs for dog-lovers.

### **Population served or demographics**

This section answers the question, who are you attempting to help and where? If you generally cover just one county, or one city say so, with some statistics. If you cover a region, go into some detail about that region and what makes it unique. Although your group could be based in one state, but have seven states in your rescue network, no problem. Just explain the arrangement.

While you might be quick to say your “population served” is companion animals, remember you’re helping people too. Nobody wants to see little Beth Ann give up her beloved dog, so work people into the paragraph if you can.

### **Example #1**

We serve primarily Lilac County, Indiana and the immediate surrounding areas. Our three-year plan includes expanding our community out-reach program to two more counties, by 2009.

In terms of placing our companion animals, into forever homes, we utilize transports and can re-home pets with families (strictly approved) throughout the Midwest.

### **Example #2**

The humane society serves all citizens and animals of Lilac County. The most recent census showed our population at approximately 75,000 residents.

We serve those seeking to adopt pets, seeking to reclaim lost pets, seeking to relinquish unwanted pets and citizens calling with complaints about the welfare of animals. We also answer emergency animal-related calls. In numbers, the society serves thousands of people and animals annually.