

# Finding Funding for Animal Welfare Organizations

Presented by the Pet Foster Network



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# Finding Funding for Animal Welfare Organizations

*“You don't need a professional grantwriter to get a grant.*

— Carol Moulton, PETsMART Charities.

I am not a grantwriter and I did get a grant for the Pet Foster Network. I was not successful the first time but I kept trying and one foundation finally funded my grant request. The following tips will help you get grants and in-kind donations for your animal welfare organization.

## Search for potential funders

You can search in print resources such as *Grants for Environmental Protection and Animal Welfare* and the *National Guide to Funding for the Environment and Animal Welfare*. Public libraries sometimes have such resources. I did some research and found some organizations offering grants to animal welfare agencies. See [Appendix A](#) “Foundations and Organizations that Fund Animal Welfare Grants” from the ASPCA National Shelter Outreach Department and [Appendix B](#) “North Carolina Foundations that Fund Animal Welfare Grants.” See also “Available Grants” on the American Humane’s web site at:

[http://www.americanhumane.org/site/PageServer?pagename=pa\\_shelter\\_services\\_grants\\_available](http://www.americanhumane.org/site/PageServer?pagename=pa_shelter_services_grants_available)

To find basic information about these foundations, use the Foundation Center's Finding Funders at <http://fdncenter.org/funders/>

Example: I am looking for information on the Prickett Fund. I type in the name of the foundation I am looking for in the box under “Foundation Finder” and click on “Go.”

The screenshot shows the website 'The Foundation Center - Finding Funders' in a Microsoft Internet Explorer browser. The address bar shows 'http://www.fdncenter.org/funders/'. The page features a navigation menu with 'HOME', 'PHILANTHROPY NEWS DIGEST', 'FINDING FUNDERS', 'LEARNING LAB', 'RESEARCHING PHILANTHROPY', and 'MARKETPLACE'. A sidebar on the left lists 'FINDING FUNDERS' options: 'FOUNDATION FINDER', 'GRANTMAKER WEB SITES', 'SECTOR SEARCH', '990-PF SEARCH', '990 SEARCH', 'GRANTSEEKER TOOLS', 'THE FOUNDATION DIRECTORY ONLINE', 'FOUNDATION GRANTS TO INDIVIDUALS ONLINE', and 'QUICK LINKS' for 'FOR GRANTMAKERS' and 'FOR INDIVIDUAL GRANTSEEKERS'. The main content area is titled 'The Foundation Directory Online' and includes a search bar with 'Prickett' entered and a 'Go' button. To the right, there are sections for 'Search IRS Information Returns' and '990 Search'. A small image of a person is visible in the '990 Search' section.

The result of my query is:

Foundation Finder Search Results - Microsoft Internet Explorer

Address: <http://www.fdncenter.org/cgi-bin/findersearch.cgi?foundationname=Prickett&go.x=98&go.y=13>

THE FOUNDATION CENTER

Finding Funders

HOME PHILANTHROPY NEWS DIGEST FINDING FUNDERS LEARNING LAB RESEARCHING PHILANTHROPY MARKETPLACE

FINDING FUNDERS:

FOUNDATION FINDER

GRANTMAKER WEB SITES

SECTOR SEARCH

990-PF SEARCH

GRANTSEEKER TOOLS

THE FOUNDATION DIRECTORY ONLINE

FOUNDATION GRANTS TO INDIVIDUALS ONLINE

Foundation Finder

How to use Foundation Finder

Your query: ( Foundation Name: pricketz , State: None Chosen , City: None Chosen )

1 documents matched. 1 documents retrieved.

Foundation Name	State
Prickett Fund, Lynn R. and Karl E.	NC

Search Again

I then click on “Prickett Fund, Lynn R. and Karl E.” It gives me basic information on the foundation such as the address, contact, assets, and total giving for the year. It also gives me its Form 990-PF, the foundation’s IRS annual tax return.

Foundation Finder Results - Microsoft Internet Explorer

Address: <http://fdncenter.org/cgi-bin/findershow.cgi?id=PR1C010>

THE FOUNDATION CENTER

Finding Funders

HOME PHILANTHROPY NEWS DIGEST FINDING FUNDERS LEARNING LAB RESEARCHING PHILANTHROPY MARKETPLACE

FINDING FUNDERS:

FOUNDATION FINDER

GRANTMAKER WEB SITES

SECTOR SEARCH

990-PF SEARCH

990 SEARCH

GRANTSEEKER TOOLS

THE FOUNDATION DIRECTORY ONLINE

FOUNDATION GRANTS TO INDIVIDUALS ONLINE

QUICK LINKS:

FOR GRANTMAKERS

FOR INDIVIDUAL GRANTSEEKERS

Foundation Finder

How to use Foundation Finder

**Lynn R. and Karl E. Prickett Fund**  
P.O. Box 20124  
Greensboro, NC 27420  
**Contact:** C.W. Cheek, Tr.  
**Type of foundation:** Independent  
**Fiscal Date:** 06/30/03  
**Assets:** \$19,181,461  
**Total Giving:** \$2,778,000  
**EIN:**566064788  
**Most Recent IRS Filing:** PDF

Use our Diagram of Form 990-PF to learn where some of the most important information can be found on a 990-PF.

Would you like more information about this foundation?

The Foundation Directory Online provides detailed grantmaker profiles, including fields of interest, application procedures, selected grants, and donors, officers, and trustees. Take a guided tour today!

The most important information about a foundation can be found on a Form 990-PF such as the name of the foundation, address, phone number, and amount of grants paid for the fiscal year ([p.1 of Form 990](#)); and names of officers ([p.6 of Form 990](#)). Click on “PDF” after “Most Recent IRS Filing.” Then select the most recent IRS filing.

## Identify funders' goals or needs

Make sure you've found out all you can about what the foundation's interests are, and that your proposed program fits their interests. Look at their website, guidelines, annual report, who they have funded in the past, and if possible, talk to the program officer. Look at the foundation's IRS Form 990 which lists grant application information ([p.9 of Form 990](#)). If you cannot reach them by phone, send them a letter requesting grant information (see [Appendix C](#)).

If the foundation makes only contributions to preselected organizations and does not accept unsolicited grant requests, do not despair. Send them an inquiry letter (see [Appendix D](#)). They might invite you to send them a grant request.

It IS VITAL to look at this from the perspective of the sponsor—"What's in it for them?" rather than from the perspective of your own needs. In your application, prove that you will help advance the organization's goals.

Find out what the average gift of the grantmaker is. See the foundation's IRS Form 990 which list grants given for the reporting year ([p. 10 of Form 990](#)). This information can sometimes be attached at the end of Form 990 as an appendix.

Aim your first proposal between the low and average gift—it's best not to aim for the top amount for a first time grant from that organization.

For more information on how you can make your organization more attractive to potential funders, see No More Homeless Pets Forum "What Do Grantmakers Want?" at:

<http://www.bestfriends.org/archives/forums/grant.html>

And "The Business of Getting a Grant" by the Boulder Valley Humane Society:

[http://www.americanhumane.org/site/PageServer?pagename=pa\\_shelter\\_services\\_grants\\_getting](http://www.americanhumane.org/site/PageServer?pagename=pa_shelter_services_grants_getting)

## Write your proposal

Ensure that your proposal fits within the funders' mission—this is KEY to your success. For tips on how to write a grant proposal, see GrantProposal.com and Joseph Levine's "Guide for Writing A Funding Proposal" at:

<http://www.learnerassociates.net/proposal/>

See also the Pet Foster Network's successful proposal ([Appendix E](#)).

Include with your proposal all documents the foundation requires along with brochures, newspapers articles, or reports (see the Pet Foster Network's progress report, [Appendix F](#)).

## In-Kind Donations

In-kind donations are given in goods, commodities, or services rather than money. If your organization needs pet food, equipment, photocopies, or supplies, always ask for it first before buying it. Make your request in writing (see [Appendix G](#)). Again, It IS VITAL to look at this from the perspective of the sponsor—“What’s in it for them?” rather than from the perspective of your own needs. In exchange, you can offer them for instance to distribute their promotional literature, advertise their business on your web site, or give them your mailing list for their promotional use.

When you receive in-kind donations from a business, always follow up with a thank you note. Make sure to keep them updated with any milestones you reach. They might help you more than once.

