INFORMATION & GUIDELINES FOR COMPLETING YOUR
ONLINE GRANT APPLICATION

Mars Petcare, in partnership with the Civic Design Center, through the BETTER CITIES FOR PETS™ program, will provide grants to cities, and/or their designated nonprofit partner, to advance its ambition of ending pet homelessness and support keeping people and pets together.

PROJECTED AWARD CATEGORIES

Awards *aim* to be given in four categories – Shelters, Homes, Parks, and/or Businesses and may support either new or existing programs that help cities become pet-friendly and keep people and pets together.

- **Shelters** – Programs proposed budget is at minimum 60% designated toward **public and/or private shelter**.
- **Homes** – Program proposed budget is at minimum 60% to be designated towards support for **community-based** programs.
- **Parks** – Programs proposed budget is at minimum 60% designated towards **public space-based** programs.
- **Businesses** – Programs proposed budget is at minimum 60% designated towards **public and/or private business-focused** programs.

AWARDS

Applicants will apply for one of four funding categories. Mars Petcare and Civic Design Center reserve the right to award in one or all respective categories.

Five grants will be awarded of $20,000 each in one lump-sum payment along with up to $2,000 in consultative work credit with Civic Design Center or their designee. Work credit is designed to assist cities in their particular needs as they work to complete their awarded programs and may not be exchanged, in whole or part, for additional cash funding.

Please read the eligibility criteria, information, guidelines and Frequently Asked Questions below before completing the grant application.

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ELIGIBILITY CRITERIA

In order to be eligible, an application **must include all** of the following baseline criteria:

- The city must be either a current Better Cities for Pets certified city, or an applicant to become a Better Cities for Pets certified city. The city must have completed the [Better Cities for Pets city certification assessment,](#) or received recertification if previously certified by, or on, the grant application due date (August 26th, 2022). Designation of certification as a Better Cities for Pets city will not guarantee, nor preclude a city from a grant award. If you are unsure about your city's current certification status, please contact info@bettercitiesforpets.com.
- The application must include a letter of support from the Mayor's Office.
- **If you are a nonprofit organization** applying on behalf of a city, or in partnership with a city, you must:
  - be a bona fide charitable, nonprofit organization
  - be willing to provide legal documents verifying charitable, nonprofit status along with, program materials and list of senior staff and board members
  - be eligible to receive all cash and credit award designations if selected as a winner

IMPORTANT DATES

- ✓ 2022 Grant Announcement: **July 8ᵗʰ, 2022**

- ✓ Application Deadline: **Friday**, **August 26th, 2022 @ 11:59 pm Eastern Daylight Time**

- ✓ Notification of Winners: **September 2022**

SELECTION AND REVIEW PROCESS

A panel of experts in city planning, animal welfare and pet-friendly programs will select the winners.

ANNOUNCEMENT OF AWARDS/NOTIFICATION OF AWARD

Grant applicants will be notified by September 30, 2022, as to their grant award status. Official announcement of award winners will be made in fall 2022. We request that representatives of awarded cities provide assets and information contributing to the official announcement prior to release.

GRANT RECIPIENT OBLIGATIONS

When making the decision to apply for the grant program, please consider the following requirements or requests of award winners.

✓ Recipient cities and/or nonprofit will be required to provide high-resolution vector file(s) of their city's logo and the logos of any major intended partners. Preferred file formats are .eps or .ai. By applying for the grant, you give permission for use of the logo(s) should a grant be awarded.

✓ The Mayor's Office is requested to disseminate a press release acknowledging the award in coordination with an announcement by Mars Petcare.

✓ Recipient city has up to $2,000 of allocated funding available for consultative support from Civic Design Center or their designee, towards program completion.

✓ Recipient city will implement their proposed program within twenty-four (24) months of award (referred to forthwith as grant implementation period) and report progress to Civic Design Center bi-annually or upon request.

✓ Proposed plan will include using Better Cities for Pets™ program branding on signs, amenities and other program materials.

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FREQUENTLY ASKED QUESTIONS

After I begin the application, can I save and continue later – or do I need to fill this out in one sitting?

At the top right of each page of the application, you will see a "Save and continue later" option. You will then enter your email address and receive a unique link to return to the application later where you left off. ***Please note that save and continue/unique link emails will be sent from noreply@alchemer.com.*** *Please check your spam folder if you do not see the unique link email within a few minutes.*

"Pro-Tip:" Review the grant application and prepare necessary materials in advance so when you are ready to submit, it's a simple copy/paste or adding of attachments.

Can I obtain a copy of the grant application questions?

Yes, grant application questions are provided to you in pages 6-9 in this document. <u>Please note that only applications submitted through the</u> <u>grant application portal</u> <u>will be considered for award.</u>

Can a city submit more than one program for consideration?

Yes, you may submit as many programs within your city as you wish to nominate, but a separate application must be completed for each.

I'm not sure which category (Shelters, Homes, Parks or Businesses) my program fits into.

Go back to your budget allocation-does the majority of your budget look to support or benefit one of the four main pillar areas (Shelters, Homes, Parks or Businesses)? If you're still not sure which category your program fits into, *contact us* *.*

What types of programs have received grant awards in the past?

Programs that have received grant awards in the past have connected and articulated how the grant award helps their city become pet friendly and help people be with, and stay with, their pets. As a reference, you can view last year's recipients *here.*

How will I know if my application was received?

When applications are submitted, the Primary Contact email address will receive a message of confirmation to serve as acknowledgment.

How will I be notified if my city is a grant recipient?

Both the Mayor and the Primary Contact will receive an official email of congratulations and next steps from Mars Petcare and Civic Design Center.

Who do I contact if I have questions?

For questions related to grants, contact woof@civicdesigncenter.org .

I am unsure about my city's Better Cities for Pets city certification status – how can I find out?

Please contact info@bettercitiesforpets.com

How can I learn more about the BETTER CITIES FOR PETS™ program?

Visit http://www.bettercitiesforpets.com/

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REMINDER: The application deadline for 2022 Grants is 11:59 p.m. Eastern Daylight Time on Friday, August 26th, 2022.

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Better CiTiES for pets™
A MARS PETCARE PROGRAM

2022 BETTER CITIES FOR PETS™ GRANT APPLICATION QUESTIONS

SECTION I: CONTACT & DEMOGRAPHIC INFORMATION

1) PRIMARY CONTACT INFORMATION – *the person that will receive communication regarding the grant application**
Full Name*: _____

Organization, Department or Office*:

_____

Title*: _____

Email Address*: _____

Phone Number*: _____

2) MAYORAL CONTACT INFORMATION*
Mayor's Full Name *: _____

City*: _____

State*: _____

Email Address*: _____

City Website Address*: _____

3) Affiliated Nonprofit Organization Contact Information (if applicable). Please complete this section if you are a nonprofit organization applying on behalf of a city - or a city working in partnership with a nonprofit organization on the proposed program, please note below.

Name of Organization: _____

Primary Contact Name: _____

Email Address: _____

Phone Number: _____

Website Address: _____

Address: _____

Suite/Office: _____

City: _____

State: _____

Zip: _____

4) Please check your city's population size: *

( ) Large City (population greater than 250,000)

( ) Medium City (population from 75,000-250,000 inclusive)

( ) Small City (population smaller than 75,000)

SECTION II: DESCRIPTION OF PROPOSED PROGRAM

5) Please specify in which Better Cities for Pets pillar category you're applying. You will select only one category. *Unsure? Examples of types of programs that may be categorized under each pillar are found below. ***

( ) Shelters

( ) Homes

( ) Parks

( ) Businesses

To help specify your program category, consider where 60% of your proposed budget allocation would go. If you're not sure which category your program fits into, [contact us](#).

- **Shelters - work in, or around, the creation or improvement of programs that support bringing and keeping people and pets together.** Examples include:
  - o Increasing collaboration among shelters, rescues, animal welfare and/or governmental organizations
  - o Making shelters warm and welcoming for both pets and people
  - o Humanely addressing pet overpopulation
  - o Education and services around pet health pre- and/or post-adoption
- **Homes - work in, or around, the creation or improvement of <u>community-based</u> programs.** Examples include:
  - o Increasing the number of affordable, pet-friendly housing options
  - o Removing restrictions or barriers to pet ownership in housing options
  - o Helping keep pets in homes with support for pet parents like low-cost microchips, behavior training, responsible pet ownership education, etc.
  - o Supporting pets and pet owners through tough times (may be city-wide or based on individual need)
- **Parks - work in, or around, the creation or improvement of <u>public space-based</u> programs.** Examples include:
  - o Community assessment and input-gathering initiatives related to pets - policy, programs and/or public spaces.
  - o Increasing and supporting education around responsible pet ownership behaviors and practices in public spaces (signage, amenities, etc.)
  - o Increasing and supporting human and pet physical and mental health and/or social connectivity (e.g., fitness programs that include pets, green space transformations, community events, etc.)
- **Businesses - work in, or around, the creation, improvement, and/or support of private or public/private partnership programs.** Examples include:
  - o Making it easier and more welcoming for people to be out with their pets
  - o Increasing the number of places welcoming to pets.
  - o Making it more affordable or accessible to travel with pets
  - o Providing education or support around increasing pets in the workplace/pets at work

6) Are you requesting funding for a new initiative or to enhance/expand an existing program in your community? *

( ) New Initiative

( ) Enhancement/Expansion of existing program

7) Please provide an executive summary of your program (1,000 words maximum), in which you should address: *
- The type of program for which you're seeking funding
- How this program ably addresses making your city pet friendly and helping people and pets be together
- How this program is outstanding and/or innovative
- If the funding is for an existing program, how the grant will allow you to expand on current efforts in a meaningful way
- A general timeline for how the initiative would be executed within twenty-four (24) months
- How this program might be replicated in other communities and/or cities

8) Please provide a top-line budget projection for how the funds would be allocated (and supplemented if applicable) over the grant implementation period (maximum of twenty-four (24) months). *Document must be uploaded as a PDF, with a maximum file size of 50 MB.* *

9) Please upload a letter of support from your Mayor's Office (required for submission and must be signed on city letterhead). *Document must be uploaded in PDF format with a maximum file size of 50 MB.* *

10) Please upload high-quality png., jpeg., jpg. or pdf. file of your city logo and the logos of any major intended partners. *Files may be up to 50 MB each.* **Additional formats may be requested at any time by Civic Design Center and/or Mars Petcare. By applying for the grant, you give permission for use of the logo(s) should a grant be awarded. ***

11) (Optional) Please attach any relevant supplemental material(s) that will enhance your application. *Please upload high-quality png., jpeg., jpg. or pdf. file(s). You may upload up to three (3) files up to 50 MB each.*

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