



Companion Requirements

All Neigh, No Bite: A “Shark Tank” Style Adoption Grant Challenge

The ASPCA’s Right Horse Initiative is a collective of diverse stakeholders and partners focused on a single goal: massively increasing horse adoption.

This Request for Proposal (RFP) is a new opportunity to leverage the creative energy and collective idea development that has been a hallmark of The Right Horse Initiative in developing effective strategies to increase adoption. This grant opportunity is seeking ideas that build an innovative system or program to help significantly more horses find adoptive homes.

Proposals should focus on:

- engaging new adopter audiences
- and/or building programming that elevates a specific horse population
- and/or collaborations with other The Right Horse partners and/or local equine industry professionals

Up to three finalists will be selected to present their plans in person to a panel of judges (to include ASPCA staff and The Right Horse Industry Partner leaders) and a live audience during the 2021 Right Horse Summit. Up to three grants for up to \$30,000 each will be awarded.

Finalists will be required to attend and present at the 2021 Right Horse Summit in Denver, Colorado, on September 15-16th. Their presentations will be factors in determining the grant recipients and inspire conversations and collaborations among the attendees.

All eligible, interested organizations are invited to [submit an application](#) for consideration with the following information:

- Basic Organization Details:
 - Federal Tax ID/Employer Identification Number (EIN)
 - Organization Contact information
- For 501(c)(3) organizations, you will be asked:
 - If your 501(c)(3) exemption is current
 - If you’re in good standing with the Secretary of State in the state where you are incorporated
 - This means that you meet all state-imposed requirements, which may include: filing reports/forms, paying required fees, appointing a registered agent, etc.
 - If you aren’t sure, go to your state’s Secretary of State’s website (or do an online search for: your State, “secretary of state,” “business search”) and look up your organization.
 - If your board includes at least 4 Board members
 - If the majority of your board is independent

- This means that fewer than half of your Board members can be paid employees and/or family members or close relatives.

- If your board chair and treasurer are not compensated by the organization

How will the program or project help more horses by increasing adoptions?

Please attach data to support how the program or project will lead to an increase in adoptions:

Please list any collaborations or partnerships with other The Right Horse partners or local equine industry professionals that will support the program or project:

Clearly and succinctly outline the program or project:

Describe how the program or project will welcome adopters in a judgment-free way:

Describe the target audience of adopters, the opportunity, and how you will engage them:

Describe any expected barriers and how you plan to overcome them:

How many horses will the program or project aim to help through this grant?

Describe the target population of horses who will be adopted:

What is the expected project timeline?

How much grant funding are you requesting?

Please attach a detailed budget:

Required supporting documents:

- Most recently filed Form 990
- Prior year Form 990
- Budget vs. Actual report for most recently ended fiscal year (income and expenses)
- Approved budget for current fiscal year (This is the original budget document as it existed before the start of the fiscal year.)
- Most recently completed audited financial statement, unaudited financial statement, OR previous fiscal year's balance sheet
- Current board list, including the year joined, and biographies or resumes for the board chair, treasurer, and Executive Director. (Biographies or resumes for other board members optional.)