

# 2022 ASPCA Northern Tier Shelter Initiative

## Supported Rehoming RFP

### Purpose

There is growing recognition among animal welfare professionals that shelter intake is often not the best option for many pets. Despite all efforts to improve shelter care for animals, shelters remain a more stressful and riskier environment than a home. Today, the risks for pets in a shelter are compounded by infectious disease exposure and staffing shortages. However, when shelter surrender isn't the best option, what other choices are there? The 2022 ASPCA Northern Tier Shelter Initiative (NTSI) Supported Rehoming Grant (the "Grant") aims to help eligible grant seekers, as described below, implement programs that expand options available to animals in need of rehoming through the use of home-home.org ("H2H"), an online supported rehoming platform. Supported rehoming (also known as surrender prevention) programs can enable agencies to expand their ability to assist pets and people in the community and reduce intake, a win-win for the community at large and the animals in the care of the agency.

#### Eligible grant seekers:

- Have a geographic jurisdiction limited to Alaska, Idaho, Minnesota, Montana, North Dakota, Washington, or Wisconsin
- Are 501(c)3 animal shelters, municipal agencies, or tribal government entities/tribal organizations serving Indigenous communities that provide care to cats and/or dogs.
- Must have a policy (or willingness to implement a policy) to vaccinate all healthy animals admitted for sheltering at the time of intake.
- Must meet ASPCA Grantee Organizational Standards:
  - No delinquent ASPCA grant refunds and/or grant reports
  - For non-municipal governmental organizations:
    - there must be at least 4 board members
    - the majority of the board must be independent
    - neither the Board Chairperson nor the Board Treasurer may be compensated
    - business registration must be current/active in the Grantee's state of incorporation

#### Available Funding

Eligible grant seekers can apply for grants ranging between \$5,000-\$20,000 covering a 12-month period. Up to \$240,000 in total is available for this grant opportunity. The grant's purpose is to provide support for the program to be launched.

**Goals:**

- Grant recipients will initiate or expand a supported rehoming program that at a minimum includes implementation of the H2H platform within 90 days of receiving grant funds
- Grant recipients will reduce owner surrender totals by 10-30% within 12 months of implementing a supported-rehoming program and use of the H2H platform
- Other goals will be determined on a case-by-case basis in consultation with the NTSI team for funded projects that include programmatic support going beyond use of the H2H platform

**Each grant funded will include (\$5,000):**

- A one-time unrestricted stipend of \$5,000 to support the implementation of a supported rehoming program, including onboarding with H2H
- A 2-year paid subscription to the H2H platform, which includes access to customizable digital marketing/ promotional materials for the subscriber's H2H page

**Other allowable expenses that may be requested (up to a maximum total of \$15,000) include:**

- Technology and equipment for program implementation (ex: operations software, computers, communication infrastructure, etc.)
- Supplies or equipment used to support community pets posted for rehoming on the H2H platform
- Requests to cover additional types of expenses will be considered on a case-by-case basis as examples provided above are not exhaustive
- Grant seekers are encouraged to propose funding for other related expenses and to reach out with questions and/or to request consultation with a NTSI staff member in advance of the application deadline [email:northerntiershelterinitiative@aspca.org ]

## Grant Stipulations

**Programmatic Requirements:**

- Grant seeker demonstrates readiness and desire to proactively seek alternatives to intake, and to implement the H2H platform by communicating the following in the application:
  - Demonstrated commitment from agency leadership (board members, executive director, etc.) to implement or expand a supported-rehoming program
  - A plan for integrating and sustaining the program beyond the grant term in conjunction with other routine shelter operations and programs
- Acceptance of grant funds confirms the grantee's commitment to participate in the virtual H2H onboarding program. (Time commitment approx. 1 hour every 2 weeks for the first 6 months; 1 hour per month for remainder of grant period)
- Data collection:
  - User data will automatically be collected through use of the H2H platform, and all data generated within the grant period for grantees will be shared with the ASPCA.

H2H Terms of Use are available for reference here: <https://home-home.org/terms-of-use/>

- Grantees are required to report monthly aggregate data to the ASPCA Northern Tier Shelter Initiative coalition on the Shelter Animals Count website
- Grantees will provide individual animal intake and outcome data for the 12 months preceding the grant period as well as for the duration of the grant period (12 months from start). Technical support is available for grantees who are uncertain about how to access/report out this data. Data is to be individual animal information including at minimum—animal species, animal breed, animal age, reason for owner surrender.

### **Communication Requirements**

- Brief updates with NTSI team upon request, including sharing stories, and reporting on progress to-date for the duration of the grant period
- Written final grant report due 14 days after the end of the 12-month grant period with a short check-in report due at 6 months - final grant report should include pictures or stories related to the program and images/links to marketing materials and media

### **Data Requirements for the initial application:**

- Complete 2021 and January/February 2022 data entered into the ASPCA Northern Tier Shelter Initiative coalition on Shelter Animals Count (<https://shelteranimalscount.org/>)

### **Sustainability**

A plan for sustaining the program must be articulated at the outset. The success or failure of your proposed sustainability plan may impact future funding decisions.

### **Contact**

Tricia Sebes, CAWA  
Senior Director, Shelter Outreach – Northern Tier Shelter Initiative  
Shelter & Veterinary Services  
ASPCA®  
tricia.sebes@aspca.org  
Cell: 423-834-0952

### **Application Questions**

All eligible grant seekers who submit an application for funding will be asked for the following information:

- Basic Organization Details:
  - Federal Tax ID/Employer Identification Number (EIN)
  - Organization and Primary Contact information
  - For 501(c)(3) organizations, you will be asked:
    - If your 501(c)(3) exemption is current

- 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
- 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.

**Grant Application Questions:**

- Describe your proposed supported rehoming project, including objectives (500 words or less):
- Please briefly describe or list any challenges that have limited implementation or expansion of this type of program to date (300 words or less):
- Which department will be responsible for the implementation and ongoing management of the supported rehoming program at your organization?
- What (if anything) is your organization already doing to support pets in the community or promote supported rehoming (300 words or less)?
- What is the total grant amount requested?
  - Please attach a list of expense categories with subtotals.
- Describe how the project will be sustained beyond the grant term (500 words or less):
- Approximate annual intake of cats (2021):
- Approximate annual intake of dogs (2021):
- Anything else you would like to ask or add?
- This final question is for informational purposes only and will not be used to evaluate your application for grant funding in this RFP. How difficult would it be for your agency to implement a reliable method for tracking incoming pets where rehoming was attempted but was not successful through the H2H platform?
  - We already have a way for tracking this.
  - This would be very easy.

- I am not sure. We'd be open to getting help from consultants to try to implement it.
- This would be difficult. We'd be open to getting help from consultants to try to implement it.
- This would be difficult, and we would prefer not to commit to it at this time.
- Other:
- Required supporting documents (for finalists invited to submit a formal grant request in our grant management system):
  - For 501(c)(3)s:
    - Most recently filed 990
    - Budget vs. Actual report for most recently ended fiscal year (income and expenses)
    - Current fiscal year budget
    - Audited financial statement OR previous fiscal year balance sheet
    - Current board list, including the year joined
    - Biographies or resumes for the board chair and treasurer (Biographies or resumes for other board members optional)
    - Biography or resume for Executive Director
  - For municipal agencies, tribal government entities, or tribal organizations serving Indigenous communities:
    - Signed Form W9