



Help a Horse Home Challenge 2019 FAQs

NOTE: The information below describing **Help a Horse Home: The ASPCA Equine Adoption Challenge** (the “challenge”) is provided for informational purposes only. Prior to the launch of the challenge, we will provide you with official challenge rules (the “challenge rules”) which will govern the terms of the challenge. If you still have questions, please contact us at HelpaHorseHome@aspca.org.

Why the name change?

We wanted the name to best represent what the challenge is—a program to help get horses home.

Who can participate?

Any U.S.-based 501(c)(3) organization or governmental agency capable of receiving grant funds and fulfilling an animal welfare or protection mission that adopts out horses or other equines is eligible for the challenge. We also have outlined operational standards that you must meet, which are described in more detail in the companion “Get Your Legal House in Order” pdf.

When does the challenge start and how long is it?

The challenge kicks off on Help a Horse Day (April 26) and runs until June 30, 2019.

How are winners determined?

Winners will be based on increase in adoptions during the challenge period over baseline adoptions for the same period during the previous year. This means we will look at the number of adoptions you conducted from April 29 through June 30, 2018 and compare those to the number of adoptions conducted from April 29 through June 30, 2019. The group with the highest increase in adoptions wins!

Will there be divisions for challengers?

Yes, there will be four divisions: 1, 2, 3 and 4

How are divisions being determined?

Divisions will be determined based on the number of adoptions conducted from April 26 through June 30, 2018. We will determine your division after we review all of the applications and the 2018 baseline data for all of the applicants.



When do we submit our grant application?

All important dates will be provided in the challenge rules, but we expect that grant applications will be due in the beginning of July. We suggest you begin working on your grant application well in advance of the deadline.

What are the prize amounts this year?

We will be announcing prize amounts in our [Help a Horse Home kickoff webinar](#) on Wednesday, January 23 from 3-4 p.m. EST. Please be sure to register!

Will there be prizes for social media prowess?

Yes—stay tuned for details.

Do I have to create a video again?

We are not requiring a video this year, but we do recommend you consider creating a video to share on social media as a component to boost adoptions.

Will there be a prize for best adoption campaign again?

This year, we are not providing a prize for the best adoption campaign—but creating a great adoption campaign will help your organization find more homes for horses.

Is transfer of ownership still required?

Yes, we are still requiring that ownership of a horse be transferred in order to count the placement of the horse as an adoption. While we encourage groups to have the transfer occur at the time of adoption, or soon after adoption, the placement will count so long as the transfer of ownership occurs within one year of the placement of the horse. We understand some folks misunderstand that transfer of ownership means no longer supporting the horse, but that is not the case. We are also requiring that groups allow adopters to relinquish their adopted horse back to the adoption facility at any time and that organizations conduct follow-up calls or emails to keep in touch with adopters.

What types of resources and training will the ASPCA be sharing with participants?

You are encouraged to use any and all resources and support from [ASPCA Pro](#) and to take any ASPCA training that is offered, and more will be coming from us as well, so stay tuned.