

## Help a Horse Day Contest 2018 FAQ

**NOTE: These answers are provided for informational purposes only. Please refer to the contest rules. If you still have questions, please contact us at [HelpaHorseDay@aspca.org](mailto:HelpaHorseDay@aspca.org).**

### **Q) What is the 2018 Help a Horse Day (HaHD) contest?**

A) The 2018 HaHD contest is sponsored by the ASPCA aimed squarely at finding good homes for horses. See the [full rules here](#).

### **Q) Who is eligible to receive prizes in the contest?**

A) Any U.S.-based 501(c)(3) or government agency capable of receiving grant funds and fulfilling an animal welfare or protection mission that adopts out at least one equine during the contest period and follows all [contest rules](#) and [registers](#) by April 5, 2018 may qualify.

### **Q) Will there be divisions for contestants?**

A) Yes, after the contest registration closes on April 5, 2018, we will place each contestant into one of three divisions based on budget and capacity. Prior to April 26, we will notify you about your division placement. We will make every effort to place each contestant in a division that allows them to be competitive.

### **Q) For the purposes of determining divisions, if my organization cares for non-equine animals, do we count them in our capacity and total budget?**

A) Please send us your organization's total budget, and, to the extent that it's easily accessible to you, the operating budget for your equine work. Please also provide your equine capacity and the number of equine adoptions for the prior year. We want to be as fair as possible, and if we need additional information to ensure that we are placing you in the right division, we will let you know.

### **Q) What are the prizes?**

A) A total of \$110,000 in prizes will be available. Please see the chart below to see how we plan to divide the prizes.

	Large Division	Medium Division	Small Division
1 <sup>st</sup> Prize	\$20,000	\$15,000	\$10,000
2 <sup>nd</sup> Prize	\$10,000	\$7,500	\$5,000
Runners-Up	3 prizes of \$5,000 each	3 prizes of \$3,500 each	3 prizes of \$2,500 each

### **Q) Can we win more than one prize?**

A) Yes, each contestant has the potential to win up to three prizes (one of five division prizes, best adoption campaign, and best adoption video).

**Q) How will contestants be judged?**

A) The ASPCA will determine the winners of the contest, in its sole discretion, by weighing the following four categories in the percentages set forth below:

Number of Adoptions and Commitments to Adopt During the Contest Period	40%
Fundraising During the Contest Period	25%
Adoption Campaigns During the Contest Period	20%
Video Submission	15%

**Q) What qualifies as an adoption?**

A) You'll be counting total adoptions from April 26 through June 30, 2018. The transfer of ownership of any equine (horse, donkey mule, etc.) in your care to an adopter whom you have deemed suitable is considered an adoption. Transfers to other animal rescue organizations do not count as adoptions. You must provide a copy of the adoption contract as proof of the adoption. We recognize that some organizations do not turn over ownership of an adopted horse at the time of placement. While we do not recommend the practice, we will recognize these as adoptions for this year's contest so long as such transfers take place within a reasonable period of time.

**Q) Do "free leases" (i.e. adopter signs an adoption contract but does not pay a fee) count as adoptions for the contest?**

A) Yes, as long as you have an adoption contract and ownership has transferred to another party, you may count the adoption.

**Q) Do foster homes count as adoptions?**

A) No, fosters do not constitute a transfer of ownership, which is required for an adoption; however, we strongly recommend using fosters to help increase your capacity and support the horses in your care. These fosters can even serve as adoption ambassadors to find homes for the horses they are caring for.

**Q) Do transfers from the same organization's adoption program to its therapy or other program count?**

A) If ownership of an equine is transferred from one legal entity (i.e. the organization that administers the adoption program) to a separate legal entity (i.e. the separate organization that administers the therapy program), that counts as an adoption. If the therapy program is a separate program within the same organization as the adoption program, that does not count as an adoption.

**Q) What qualifies as a Commitment to Adopt (CTA)?**

A) To qualify as a commitment to adopt, the individual committing to the adoption must fill out Commitment to Adopt agreement, which states, among other things, that the adopter will adopt from

your organization within one year of signing the commitment to adopt and will put down a non-refundable \$150 deposit.

**Q) What if an adoption fee is less than \$150? Do I still need to require a \$150 deposit when someone signs a Commitment to Adopt?**

A) Yes, to be consistent and fair across the board, the deposit amount of \$150 for a Commitment to Adopt is a uniform requirement for all contest participants; however, if the ultimate adoption fee is less than \$150, you can offer that person a refund for the amount that they committed in excess of the adoption fee. For example, if someone signs a Commitment to Adopt and gives you a \$150 commitment and then adopts a horse with a \$100 adoption fee, you can give that person a \$50 refund at the time of the adoption. (NOTE: We encourage you to comply with state and local laws and regulations that may require you to post your refund policies.)

**Q) What if someone signs a Commitment to Adopt during the contest period and the adoption is completed before the contest period ends? What counts?**

A) If a person signs a Commitment to Adopt during the contest period and then the adoption is later completed during the contest period, you can't count it twice. In the interest of fairness, you will not get credit for both the Commitment to Adopt and the adoption. When you report your final numbers on the grant application, we will ask you to include a CTA that becomes an actual adoption in the number of adoptions, not the number of CTAs.

**Q) If one organization gets a Commitment to Adopt from an adopter but partners with another rescue to find the horse for the adopter, who gets the credit for the contest and what happens to the deposit?**

A) The organization that signs the Commitment to Adopt will receive credit. As described in the prior question, in the interest of fairness, we will not give two separate credits for the Commitment to Adopt and the adoption itself if both take place within the contest period. When you report your final numbers on the grant application, please advise us that the CTA was signed but the adoption was completed by another organization.

**Q) What counts for donations?**

A) Monetary donations, including monetary donations from individual donors or businesses received in the ordinary course of business during the Contest period as well as money raised from fundraisers held during the Contest period, whether sponsored by the contestant or by a third party on behalf of the contestant, count toward total donations. Be creative!! Please see the note below regarding in-kind donations.

**Q) What counts for donations for organizations that rescue animals other than equines?**

A) If equine rescue represents only one part of a larger organization, we look to you to delineate donations fairly in accordance with your organization's structure and business practices. For example, if your equine team has a separate operating budget that is, for example, 20% of your organization's overall operating budget, you can use that percentage as a guide when considering what donations

would count. At the same time, if your organization holds a special event focused on the Help a Horse Day contest or other equine work, it would be reasonable to count all of the funds raised at that event toward this contest. Please use your best judgment, be fair, and understand that the ASPCA reserves the right to review the data you used to arrive at your decision as well as discuss your rationale in making your determinations.

**Q) Do in-kind donations count?**

A) As this contest is aimed toward increasing adoptions, we encourage the garnering of donated services aimed at getting equines ready for adoption. Services donated by farriers, trainers, veterinarians, or other service providers will count toward total donations provided that the service provider submits documentation showing the amount that s/he would typically bill for such donated services in such service provider's ordinary course of business. The ASPCA may, in its sole discretion, reduce the value of a donated service reflected in such documentation if, in the ASPCA's sole discretion, such amount appears to deviate materially from standard market value. Donations of food and other supplies do not count.

**Q) Do we have to hold an event?**

A) No. Events are NOT required to qualify for prizes. You may hold any number of events of your choosing at any time; however, donations and adoptions will only count as long as they were made during the April 26, 2018-June 30, 2018 contest period.

**Q) How does the adoption campaign portion of the contest work?**

A) The adoption campaign should reflect your best effort at encouraging equine adoption in your community and beyond. [Check out the adoption campaign rubric.](#)

**Q) How will our video submissions be judged?**

A) Videos should be 30 seconds to 3 minutes in length and should encourage people to adopt equines. For a full list of things we are looking for, check out the [video rubric](#). Videos must be submitted no later than Thursday, May 31, 2018, and the video should be submitted in MP4 file format.

**Q) Do we need to get music and image permissions to use in our video?**

A) Yes, to avoid copyright violations, please make sure you have permission to use any creatives in your video. We will provide you with signs you can display when videoing at a location as well as consent forms to have people sign if you plan to use their image or the image of a minor for whom the person is a guardian. Also, YouTube offers access to free, no copyright music: <https://www.youtube.com/channel/UChT8qITGkBvXKsR1ByIn-wA>

**Q) Can we use a professional videographer or editor to create contest videos?**

A) Yes, you may use the services of a professional to create your video. Any donated video services do NOT count toward your overall donations for the Donations portion of the contest.

**Q) Do you encourage collaboration?**

A) Yes! We believe the potential to find new homes for horses will increase if you work with other groups interested in equine welfare to amplify your message. Because of that, we have included collaboration as one factor in evaluating your adoption campaign, so collaboration can also increase your Help a Horse Day contest score.

**Q) What if we want to collaborate with another group that is also participating in the contest?**

A) Again, we think that working together is often a good strategy for using resources efficiently and magnifying your impact. Collaboration can be informal (for example, contestants point adopters to other contestants in the community as an additional resource), and in that case, each group is competing separately and getting a separate score—BUT do tell us about it because that collaboration may help your adoption campaign score! Collaboration can also be more formalized, such as groups that conduct a joint adoption campaign. In that case, contestants are competing separately but would receive the same score for their campaign. While contestants may collaborate for the adoption campaign, there are no group applications; all contestants must compete separately.

**Q) Are there resources available to us to plan our campaigns?**

A) Please visit the [Help a Horse Day webpage](#).