



## 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. Please refer to the challenge rules. If you still have questions, please contact us at [HelpaHorseHome@aspca.org](mailto: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. You must also follow the challenge rules and register by April 4, 2019.

### When does the challenge start and how long is it?

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

### How are winners determined?

Winners will be chosen 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 26 through June 30, 2018 and compare those to the number of adoptions conducted from April 26 through June 30, 2019. The groups with the highest increases in adoptions win!

### Will there be divisions for challengers?

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

### How are divisions being determined?

To be as fair as possible, 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. Divisions will be announced by April 19.



### What are the prize amounts this year?

This year, there will be one grand prize, eight divisional prizes, and three social media prizes! Here are the prize amounts for the divisional prizes:

	Division 1	Division 2	Division 3	Division 4
1 <sup>st</sup> Prize	\$25,000	\$20,000	\$15,000	\$7,500
2 <sup>nd</sup> Prize	\$15,000	\$10,000	\$5,000	\$2,500

### What about the grand prize?

This year, there will be a grand prize winner (that can come from any of the divisions) for the group that conducted the most number of adoptions over their 2018 baseline. The grand prize will be \$35,000! Please note that the grand prize winner will not be eligible for a division prize.

### How about the social media prizes?

This year, three participants will be awarded a Hoofy Award for best use of social media! Each winner will receive a \$5,000 grant. The ASPCA will award those participants who best leverage the power of social media to raise awareness about their organization and to increase equine adoptions. More information about the Hoofy Awards can be found in the Rules, and we'll supply even more details later on in the challenge.

### If we win a division or grand prize, can we still win a social media prize?

Yes! Each participant has the potential to win one of the social media prizes even if the group wins one of the other prizes.

### When do we submit our grant application?

Grant applications will open by Monday, June 3, 2019 and are due by Tuesday, July 9, 2019, at 12:00 p.m. ET.

### Do I have to submit a grant application to participate?

We understand that some groups may want to participate in the challenge but may not want to compete to win their division or apply for a grant at the end of the challenge. No problem! We encourage those groups to register for the challenge anyway so that they can participate in the webinars, join the Facebook group, receive the resources, network with other participants, and most of all find more homes for horses! We would still appreciate if all participants, whether or not they apply for a grant, submit their adoption data at the end of the Challenge so that the ASPCA can accurately assess the impact of the Challenge.

### 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.

### **Do we have to hold an event?**

No. As was the case during last year's challenge, events are NOT required to qualify for prizes. You may hold any number of events of your choosing at any time; however, events are not required. Adoptions will count as long as they were made during the April 26, 2019–June 30, 2019 challenge period and meet all criteria as described in the Rules.

### **Do you encourage collaboration?**

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.

### **What if we transfer an equine to another participant and the animal is then adopted?**

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, participants point adopters to other participants in the community as an additional resource, or collaboration can be more formalized, such as when groups transfer animals to other participants. As described in the rules, animals transferred from one participant to another and subsequently adopted out will count toward number of adoptions for the *receiving* agency. Animals transferred to another participant will count as one-half of an adoption for the sending agency upon transfer and another half of an adoption for the sending agency upon confirmation of adoption through the receiving agency. In other words, in instances where two participants are transferring animals between one another, both agencies may count the adoption.

### **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. We understand some folks misunderstand that transfer of ownership means no longer supporting the horse, but that is not the case. 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.

### **What about programs that house, train and adopt BLM owned horses?**

Adoption of mustangs owned by the Bureau of Land Management (the "BLM") is an important program, when paired with on-range management, to support the welfare of America's mustangs. As the BLM retains ownership of the mustangs while the horses are in transition and until one year post adoption, we are making an exception so that those who house, train and adopt BLM-owned horses can participate in the Challenge even though they do not hold title of the horse.

### **If transfer of ownership is required, can sanctuaries participate?**

Yes, sanctuaries are welcome to participate! All that is required to be eligible to win prizes is to adopt a horse!



**What types of resources and training will the ASPCA be sharing with participants?** We are offering a media toolkit, sample adoption agreement, webinars, social media guide, and more! Stay tuned! In addition, you are encouraged to use any and all resources and support from [ASPCA Pro](#) and to take any ASPCA training that is offered.