2021 Meals on Wheels Loves Pets Grant

SUMMARY

The 2021 Meals on Wheels Loves Pets grant will invest in Member organizations delivering support to their Meals on Wheels clients and pets. Successful applicants will show that their existing and/or new proposed pet program reduces social isolation for seniors by ensuring that seniors and their animal companions can live nourished, healthy lives, together.

Thanks to our generous partner, **PetSmart Charities**, Meals on Wheels America will award grants of variable amounts ranging from $2,500 to $15,000+ to applicants who are creating new and/or expanding existing programs that support their clients' pets. The grant period will last up to twelve months depending on the amount of funding awarded. All grants will begin on or around July 1, 2021 and end with a final report due on July 15, 2022.

ELIGIBILITY:

Applicants must be an active dues-paying Member of Meals on Wheels America, remain in good standing through at least December 31, 2022, agree to the Terms and Conditions of participation, and comply with other eligibility requirements listed at the beginning of the application.

DEADLINE TO APPLY: Applications must be submitted by **5:00 PM Eastern Time on Monday, May 24, 2021.**

NOTE: Due to limited funds and an expected high volume of applications, not all applicants may receive a grant award or a grant award in the amount requested. Decisions as to a grant award and the amount of a grant award are the responsibility of Meals on Wheels America and no appeals of such decisions will be permitted.

For more information and to access the application, please click the blue "Apply" button.

ABOUT THIS GRANT

Project Name*

Name of Project.

Character Limit: 100

Welcome to the Meals on Wheels Loves Pets 2021 grant application, supported by PetSmart Charities. Together, we are excited to invest in Member organizations that are keeping seniors and their pets healthy, at home, together.

Meals on Wheels America and PetSmart Charities look forward to reviewing your organization's application for grant consideration. The goals of this grant program are to increase the number of Members offering pet programs, increase the number of seniors and pets benefiting from services and increase the types of services offered by those programs to meet the senior's needs. The review committee will prioritize applications with strong program narratives, community partnerships and collaborations, and planned uses of funds that meet the needs of their clients and their pets.

Members may request grant awards ranging from $2,500 to more than $15,000 depending on the scope of project narrative. The final decision as to a specific grant award will be made by Meals on Wheels America.

Please complete this application in full, following all instructions. This application must be completed and submitted via our Online Grants System by **5:00 p.m. Eastern Time on Monday, May 24, 2021.**

NOTE: Due to limited funds and an expected high volume of applications, not all applicants may receive a grant award or a grant award in the amount requested.

ELIGIBILITY AND APPLICATION REQUIREMENTS

Applicants must submit all reports and supporting documentation through this online grant system. All reports and documentation submitted shall become the property of Meals on Wheels America and may be used by Meals on Wheels America for any purposes it deems appropriate without the advance notification or permission of Grantee.

Please be certain that you have obtained valid photograph/video releases from any individuals whose images are identifiable in any photographs or videos you submit to Meals on Wheels America. Meals on Wheels America staff may potentially reach out about site visits for story collection and/or communication opportunities.

In order to be eligible to apply for, and receive, a Meals on Wheels Loves Pets grant, a program must:

- be an active dues-paying Member of Meals on Wheels America and remain in good standing through at least December 31, 2022;
- demonstrate a clear plan for utilizing funds;
- maintain active nonprofit or government tax-exempt status;
- have the current Meals on Wheels America Member Badge (or approved local version of the national brand), **located here**, on your organization's website*;
- provide demographics, data, stories, and photos to Meals on Wheels America around your current or developing pet program services along with deliverables listed below;
- agree to expend all funds within the grant time period;
- submit all required reports via the Online Grants Management System by the date listed below; and
- adhere to all terms and conditions for this grant program.

*Grantees shall provide evidence of such Brand adoption/usage. Please note that a Member login is required to access all Member content. If you have not yet set up your new Member Central login, please follow **these instructions** to access this content and other Member-only content in the future. If you need assistance logging into Member Central, please contact **membership@mealsonwheelsamerica.org** or 888-998-6325.

IMPORTANT INFORMATION

Goals of Funding: The goals of this grant program are to increase the number of Members offering pet programs, increase the number of seniors and pets benefiting from services and increase the types of services offered by those programs to meet the seniors' needs.

Application Deadline: 5:00 p.m. Eastern Time, Monday May 24, 2021

Grant Announcements: Announcements as to grant winners and amounts received are expected to be made on or around July 1, 2021.

Use of Funds: Grant funds may be utilized for:

- Basic pet food & supplies (e.g., cat litter, carriers, leashes, crates, storage, etc.)
- Capacity building (e.g., volunteer recruitment and retention)
- Veterinary care (e.g., preventative, emergency, and sick care)
- Transportation support and development (e.g., delivery and transport for pet care)
- Other pet services (e.g., pet grooming, boarding, walking)

Non-funded Activities:
- As-needed emergency funds (i.e., a pool of funds set aside for when urgent needs arise, but without a specific plan for use)
- Pet adoption

Up to 10% of funds may be used for general administrative costs and/or in-direct operating expenses.

You will be asked to outline your planned spending in the Budget Template later in this application.

Range of Funding: This grant has variable options of funding from $2,500 to $15,000+, with the majority of applications funded at or around the $5,000 level. The highest levels of funding are designated to support expanded access to veterinary care. Applicants intending to provide veterinary care will be required to indicate a local partner (i.e., high volume, low-cost vet clinic, humane society, etc.). Grantees can expect technical assistance provided in the form of education and training webinars, on-demand resources, Meals on Wheels Connect (peer-to-peer communication platform), annual conference and in some cases, site visits. Technical assistance will be commensurate with funding.

Timing of Program: Up to 12 months with all funds to be expended by Friday, July 1, 2022

Reporting: A Final Report must be completed and submitted by the grantee on or before July 15, 2022. For your awareness before submitting this application, a preview of the Final Report can be viewed **HERE**. Expectations for the Final Report will vary depending on the level of funding received. Changes may be made to this Final Report before final posting in the Online Grants Management System.

Agreements: Recipients will be required to agree to the **Terms and Conditions** of the grant prior to the initial disbursement of funds.

NOTE: Due to limited funds and an expected high-volume of applications, not all applicants will receive a grant award or a grant award in the amount requested. Decisions as to a grant award and the amount of a grant award is solely the responsibility of Meals on Wheels America, and no appeals of such decisions will be permitted.

QUESTIONS: If you have any questions about completing this grant application, please send an email to Eric Hardman, Manager, Grants and Program Data, at **grants@mealsonwheelsamerica.org**.

For questions about the grant program or our partnership with PetSmart Charities, please send an email to Carter Florence, Senior Director, Strategy and Impact, at **carter.florence@mealsonwheelsamerica.org**.

AGREEMENTS

Terms and Conditions*

*Please carefully review and agree to the **Terms and Conditions** for participation in the 2021 Meals on Wheels Loves Pets grant program.*

Choices

❑   I have read, and agree to, the Terms and Conditions.

Electronic Agreement and Signature

*By entering my name and date below, I consent to the use of an **Electronic Agreement and Signature** and indicate my agreement to the Terms and Conditions.*

Signature - Name*

Character Limit: 250

Signature - Date*

Character Limit: 10

Membership in Good Standing*

This grant is only available to current dues-paying Member organizations of Meals on Wheels America in good standing as of April 26, 2021. Applicants must commit to remaining in good standing during the term of the grant program.

Choices

❑   *I commit that my organization's Membership is and will remain in good standing during the term.*

Key Program Lead*

We recognize the importance of organizational buy-in and project ownership. Additionally, we aim to provide technical assistance and resources throughout the grant program. Please provide the name and email contact for the key program lead.

Name, Title, Email

Character Limit: 100

Proof of Meals on Wheels America Member Badge or Local Version of National Brand*

This grant is only available to Member programs that have the current Meals on Wheels America Member Badge (or approved local version of the national brand) displayed on their organization's website.

Please provide a link to where your current Meals on Wheels America Member Badge (or approved local version of the national brand) is displayed on your organization's website:
Character Limit: 2000

GRANT APPLICATION

New or Existing Pet Program?*

Are you seeking funds to support a new or existing pet program?
(We define "new" as "not in operation prior to April 26, 2021")

Choices

- ❑ A new pet program
- ❑ An existing pet program

My organization has been offering pet services since:*

[For Existing Programs only]
New Programs, please enter "N/A"
Character Limit: 50

What is, or will be, the name of your pet program?*

Character Limit: 250

Requested Grant Amount*

What amount of funds is your organization requesting?
Character Limit: 50

Use of Funds*

Please select all the areas your program plans on addressing with these funds.

Choices

- ❑ Basic pet food and supplies (e.g., cat litter, carriers, leashes, crates, storage, etc.)
- ❑ Capacity building (e.g., volunteer recruitment and retention)
- ❑ Veterinary care (e.g., preventative, emergency, and sick care)
- ❑ Transportation support and development (e.g., delivery and transport for pet care)
- ❑ Other pet services (e.g., pet grooming, boarding, walking)

Pet Program Narrative*

Describe how you intend on using the requested amount of grant funds. Be as specific as possible, including connecting to the above categories of use of funds. Please frame how this approach will meet the need in your community and how you know that.
Character Limit: 5000

Community Collaborations*

*Describe any key partners in your pet programming and how you are collaborating (or plan to), including any exchange of resources and/or funding, and if you have formal agreements or Memorandum of Understanding (MOUs) in place. **Note:** for larger funding requests focused on increasing access to care, this will be a requirement to have or establish during the grant program. You may include an optional letter of support.*
Character Limit: 2500

Letter of Support (optional)

Please attach a letter of support from any of your community-based partners to showcase how your relationship meets the goals for this funding program.

Program Evaluation*

Describe your plan for evaluating the success of your pet programming, including any metrics or measurement tools.
Character Limit: 2000

Sustainability Plans*

Describe your plans for sustaining your pet programming after this grant period, including other sources of funding.
Character Limit: 2000

Budget Template*

Using our budget template, please provide a program budget that specifically outlines your plan for using these funds. You will need to download this Budget Template, complete the form and re-upload it here. Grants not using the provided template will not be scored.
File Size Limit: 5 MB

(Note: To upload a file, simply click the "Budget Template" link above, fill in the spreadsheet and save it onto your computer. Then, click the "Upload a File" box above, and attach your saved Budget spreadsheet. Please double-check that the information is saved in the Budget spreadsheet before submitting this grant application.)

Number of Clients Currently Served*

How many human clients does your pet programming currently support? New programs, please enter 0.

Character Limit: 10

Number of Pets Currently Served*

How many pets does your pet programming currently support? New programs, please enter 0.

Character Limit: 10

Number of Clients to be Served*

Estimate how many human clients you anticipate serving if you were to receive this grant.

Character Limit: 10

Number of Pets to be Served*

Estimate how many pets you anticipate serving if you were to receive this grant.

Character Limit: 10

BACKGROUND INFORMATION

Meals on Wheels America and PetSmart Charities are conducting research into the needs of homebound seniors and their animal companions, and your input matters to us.

Note: Your answers to the questions below will not be read or considered during the evaluation of your application.

Technical Assistance*

What type of technical assistance would you benefit most from for accomplishing the goals set forward in your application?

Character Limit: 500

Barriers to Service*

*What would you say is the **GREATEST** barrier that has prevented you from starting or expanding your pet programming?*

Choices

- ❑ Cost/funding
- ❑ Staff/volunteer capacity
- ❑ Ability to store or deliver pet food/supplies
- ❑ Lack of time
- ❑ Other

If Other, please describe.

Character Limit: 250

Waitlist*

[For Existing programs only]

Does your organization currently have a waitlist for your pet programming?

Choices
- ❑ Yes
- ❑ No
- ❑ We do not keep track of a waitlist
- ❑ N/A or new program

If Yes to the question above:

How many human clients are on the waitlist for your pet programming?

Character Limit: 10

How many pets are on the waitlist for your pet programming?

Character Limit: 10

Which of the following are true for your program?*

Since COVID-19 (March 1, 2020), we have ...

(Choose all that apply)

Choices
- ❑ seen an increased demand for our pet program
- ❑ seen roughly the same demand for our pet program, but our costs are higher
- ❑ seen no real changes in demand or costs
- ❑ closed/suspended our pet program entirely

Geographic Location of Clients*

Please select the geographic location of the majority of clients and pets you will be serving.

(Choose all that apply)

Choices
- ❑ Urban
- ❑ Suburban
- ❑ Rural

Other PetSmart Charities Funding*

[Existing programs only]

Has your organization ever received grant funding directly from PetSmart Charities (not including any Meals on Wheels Loves Pets grants)? Note: Having received funds directly from PetSmart Charities does not preclude you from being selected for this grant opportunity.

DEMOGRAPHICS

DEMOGRAPHIC PROFILE OF CLIENTS

Meals on Wheels America is looking to better understand the demographic profile of the older adults you are serving. This information will help Meals on Wheels America to tailor offerings to better meet your organization's needs and the clients you serve. This is for informational purposes only and does not affect the grant evaluation.

Total number of clients served*

What is the total number of clients receiving Meals on Wheels services (meals, safety/wellness checks, brief visits) from your program?

Character Limit: 7

Client Gender: Female*

How many of your clients are female?
If data not collected, please enter "N/A"

Character Limit: 7

Client Gender: Male*

How many of your clients are male?
If data not collected, please enter "N/A"

Character Limit: 7

Client Age: 50-59*

How many of your clients are age 50 to 59?
If data not collected, please enter "N/A"

Character Limit: 7

Client Age: 60-74*

How many of your clients are age 60 to 74?
If data not collected, please enter "N/A"

Character Limit: 7

Client Age: 75+ *

How many of your clients are age 75+?
If data not collected, please enter "N/A"

Character Limit: 7

Client Race: Asian*

How many of your clients are Asian?
If data not collected, please enter "N/A"
Character Limit: 7

Client Race: Native American, Alaskan Native, Hawaiian Native, Pacific Islander*

How many of your clients are Native American, Alaskan Native, Hawaiian Native, or Pacific Islander?
If data not collected, please enter "N/A"
Character Limit: 7

Client Race: Black or African American*

How many of your clients are Black or African American?
If data not collected, please enter "N/A"
Character Limit: 7

Client Race: White/Caucasian*

How many of your clients are White/Caucasian?
If data not collected, please enter "N/A"
Character Limit: 7

Client Ethnicity: Hispanic or Latinx*

How many of your clients are Hispanic or Latinx?
If data not collected, please enter "N/A"
Character Limit: 7

CONCLUSION

Thank you for completing the 2021 Meals on Wheels Loves Pets grant application!

Once you have answered all the questions and have uploaded all the required documents, simply click the "Submit Application" button at the bottom of this page.

If you need to stop and finish the application later, just click the "Save Application" button. The next time you log into the Online Grants Management System, your saved application will appear on your "Applicant Dashboard." To continue working on your saved work, simply click the "Edit Application" link associated with your saved application.

NOTE: Submission of an application does not guarantee receipt of grant award.