

City of Fayetteville Item Review Form

2014-0190

Legistar File Number

May 20, 2014

City Council Meeting Date - Agenda Item Only

N/A for Non-Agenda Item

Yolanda Fields

Submitted By

Development Services

Department

Action Required:

Approval of Budget Adjustment recognizing: 1) ASPCA grant in the amount of \$4,000 towards Ranger's Pantry, 2) 2013 CDBG program income received from a Housing Program Lien Payoff and a Taxi Refund in the amounts of \$1,195 and \$256, respectively, 3) donation revenue received in the amount of \$3,475 to recognize \$2,185 in 2013 donation revenue and \$1,290 in 2014 donation revenue



Does this item have a cost?  No

Cost of this request	Category or Project Budget	Program or Project Name
See below		
Account Number	Funds Used to Date	Program or Project Category
See below	\$0.00	
Project Number	Remaining Balance	Fund Name
Budgeted Item? <input type="checkbox"/>	Budget Adjustment Attached? <input checked="" type="checkbox"/> Yes	

V20130812

Previous Ordinance or Resolution # \_\_\_\_\_  
Original Contract Number: \_\_\_\_\_


Comments:  
Account numbers and Project numbers  
2180.4945.5390.01 32003 1201  
2180.4940.5315.00  
2180.4970.5390.03  
2180.4945.5390.01 32003 1


*Long PA*  
*5/2/14*  
*Paula Bachman 5-5-2014*  
*Angela May 5-5-14*  
*Paula Bachman*  
  


## CITY COUNCIL AGENDA MEMO

### MEETING OF MAY 20, 2014

**TO:** Mayor and City Council

**THRU:** Jeremy Pate, Dir. Development Services 

**FROM:** Yolanda Fields, Dir. Community Resources 

**DATE:** April 30, 2014

**SUBJECT:** Approval of Budget Adjustment for the Community Resources Division

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#### RECOMMENDATION:

Staff recommends approval of the attached Budget Adjustment to budget the Donation revenue, the Program Income, and the ASPCA grant award

#### BACKGROUND:

Community Resources would like to recognize an ASPCA grant, Program Income, donations from citizens for Ranger's Pantry, and donations from the Fraternal Order of Police for the Senior Giving Tree

#### DISCUSSION:

In February of 2014, the Community Resources Division submitted a Grant Request to the ASPCA. On March 18, the ASPCA granted the requested \$4,000 for Ranger's Pantry to purchase pet food. The application and award letter are attached.

In 2013, \$1,685 was donated by citizens of Fayetteville to aid with Ranger's Pantry, and \$500 was donated by the Fraternal Order of Police to aid with Senior Giving Tree. This year, there have already been donations by citizens in the amount of \$1,290. Together, these donations amount to \$3,475. Community Resources would like to recognize these funds.

In 2013, \$1,451 was taken in for Program Income. Community Resources would like to budget \$256 to Aging Transportation and \$1,195 to Contract Services.

#### BUDGET/STAFF IMPACT:

Increase Community Outreach Projects by \$7,475, increase Contract Services by \$1,195, and increase Aging Transportation by \$256.

#### Attachments:

Budget Adjustment  
ASPCA Grant Application  
ASPCA Award Letter

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION TO APPROVE A BUDGET ADJUSTMENT IN THE TOTAL AMOUNT OF \$8,926.00 REPRESENTING CITIZEN DONATION REVENUE FOR 2013 AND 2014 AND AN ASPCA GRANT FOR THE RANGER'S PANTRY PET FOOD BANK; DONATION REVENUE FROM THE FRATERNAL ORDER OF POLICE FOR THE SENIOR GIVING TREE EVENT; AND CDBG PROGRAM INCOME RECEIVED FROM A HOUSING PROGRAM LIEN PAYOFF AND TAXI REFUND

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached as Exhibit "A", in the total amount of \$8,926.00 representing citizen donation revenue for 2013 and 2014 and an ASPCA grant for the Ranger's Pantry Pet Food Bank; donation revenue from the Fraternal Order of Police for the Senior Giving Tree event; and CDBG program income received from a housing program lien payoff and taxi refund.

Section 2: That the City Council of the City of Fayetteville, Arkansas hereby expresses its sincere gratitude for the donations from its citizens and the Fraternal Order of the Police.

**PASSED and APPROVED** this 20<sup>th</sup> day of May, 2014.

APPROVED:

ATTEST:

By: \_\_\_\_\_  
**LIONELD JORDAN, Mayor**

By: \_\_\_\_\_  
**SONDRA E. SMITH, City Clerk/Treasurer**

**City of Fayetteville, Arkansas - Budget Adjustment Form (Legistar \**

<b>Budget Year</b> 2014	<b>Division:</b> Community Services <b>Dept.:</b> Development Services <b>Requestor:</b> Lee, Cherrell	<b>Adjustment Number</b>
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**BUDGET ADJUSTMENT DESCRIPTION / JUSTIFICATION:**

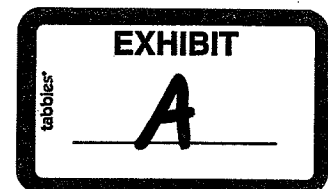
Increase Community Outreach Projects by \$7,475 to recognize ASPCA grant and citizen donations for Ranger's Pantry;  
 Increase Contract Services by \$1,195, and increase Aging Transportation by \$256 to recognize Program Income

COUNCIL DATE: 5/20/2014  
 LEGISTAR FILE ID#: 2014-0190  
**BUDGET & INFORMATION MANAGEMENT USE**  
*Kevin Springer*  
4/2/2014 11:29 AM  
 Budget Director Date  
 TYPE: \_\_\_\_\_  
 DESCRIPTION: Recognizing Donations & PI  
 GLDATE: \_\_\_\_\_  
 POSTED:           /          

RESOLUTION/ORDINANCE

v.20140331

Account Number	TOTAL		Project.Sub#		AT	Account Name
	Expense	Revenue	Project	Sub		
2180.0918.4809.00	-	4,000	32003	1201	RE	Donations
2180.4945.5390.01	4,000	-	32003	1201	EX	Community Outreach Projs
2180.0918.4809.00	-	3,475	32003	1	RE	Donations
2180.4945.5390.01	3,475	-	32003	1	EX	Community Outreach Projs
2180.0918.4910.00		256			RE	CDBG Program Income
2180.4970.5390.03	256				EX	Aging Transportation
2180.0918.4910.00		1,195			RE	CDBG Program Income
2180.4940.5315.00	1,195				EX	Contract Services



**Belt, Kyle**

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**From:** ASPCA Grants <mail@grantapplication.com>  
**Sent:** Friday, February 28, 2014 9:20 AM  
**To:** Belt, Kyle  
**Subject:** Your ASPCA Grants Application Submission

Thank you for your submission. Your application has been submitted successfully. You will be receiving more information on the status of your application shortly. For your records, here is a copy of the contents of your application.

### Organization

**Please review the information below for accuracy and edit accordingly. You may return to your application at any time by clicking the "Save and Finish Later" button at the end of the application.**

Please DO NOT use all capital letters.

### Solicited or Unsolicited

Please select whether this application is unsolicited or solicited (formally requested).

By solicited, we mean that the application was explicitly requested by an ASPCA employee. This is for internal tracking purposes only and will not affect your review.

Unsolicited

If an ASPCA employee solicited (formally requested) you submit this request, please list their name here. If not, leave blank.

Your response is for internal routing purposes only and will not affect your review.

### Organizational Information

Organization Name

City of Fayetteville Community Resources Division- Ranger's Pantry Pet Food Bank

Mailing Address - Street

113 W. Mountain St.

City

Fayetteville

State

AR

Postal Code

72701

Phone

No hyphens, e.g. 2128767700

4795758260

Fax

No hyphens, e.g. 2128767700

4794443445

Web Site

If you are a governmental organization and do not have a specific website for your department, enter the main web address.

[http://www.accessfayetteville.org/government/community\\_services/index.cfm](http://www.accessfayetteville.org/government/community_services/index.cfm)

Federal Tax ID/Employer Identification Number (EIN)

No hyphens

716018462

Tax Status

Governmental (Municipality/County)

Organization Type

Other

Physical Address (ONLY if different than mailing address)

Include address, city, state and zip/postal code. Leave blank if physical and mailing address are the same.

Finances and Personnel

Total Organizational Budget (Current Year)

Multi-departmental educational institutions should enter the budget of the department which will be the recipient of the proposed grant project.

540,700

Total Organizational Budget (Last Year)

If this is your first year of operation, enter zero.

540,787

Total Organizational Budget (Two Years Prior)

If this is your first year of operation, enter zero.

540,226

**Number of Full-time Staff**

Multi-departmental educational institutions should enter the full-time staff of the department which will be the recipient of the proposed grant project.

3

**Number of Part-time Staff**

Multi-departmental educational institutions should enter the staff of the department which will be the recipient of the proposed grant project.

2

**Number of Current Active Volunteers**

4

**Contacts**

**Primary Contact Person for This Request**

**Prefix**

e.g. Ms., Mr., Dr.

Mr.

**First Name**

Kyle

**Last Name**

Belt

**Suffix**

<None>

**Title**

Redevelopment Officer

**E-mail**

kbelt@ci.fayetteville.ar.us

**Head of Organization**

**Prefix**

e.g. Ms., Mr., Dr.

Ms.

**First Name**

Yolanda

Last Name

Fields

Suffix

<None>

Title

Community Resources Director

E-mail

yfields@ci.fayetteville.ar.us

### Proposal

#### Request Information

Project Title

Please provide a short, descriptive title for this request, e.g. Medical Assistance for Pets of Low-Income Families

Ranger's Pantry Pet Food Bank for Low Income Families

Request Amount

e.g. 1000

4000

Total Project Cost

e.g. 5000

4000

Project Description

Provide a detailed description of your request in 250 words or less.

If received, the ASPCA award would be used to purchase dog food for Ranger's Pantry. No money from donations is ever used for staff time, facilities, or any other operating expenses. The facility where the food is stored and distributed is donated by All Around Storage. The City of Fayetteville Community Services Division staff administers the program, and the pantry is supported entirely by donations. We are confident that we will have success with this grant as we have previously utilized and been successful with an ASPCA grant.



**Over how many months do you estimate the requested amount would be used? (In whole months)**

Please enter either 6 or 12.

12

**Project Timeline and Evaluation**

Provide more details on the timeline for the project (including event dates, if applicable). Explain how you will measure the success of the project.

The requested grant funds would be utilized over a 12 month period. This is based on current purchasing patterns. Upon receiving the grant funds, the success of the project will be measured by tracking the amount (in pounds) of dog food purchased with the grant funds by separating the amount of dog food purchased with grant funds from other donations; the number of dogs receiving pet food; and the total amount of grant funded dog food given out during that time frame. Although Ranger's Pantry serves both dogs and cats, there is a far greater and more consistent demand for dog food.

**Budget Justification**

List estimated or actual costs to justify the amount requested. You may include a budget on the Attachments page. If the total project cost is higher than the amount requested, please explain how the project will be fully funded.

During a six month time frame of 2013, Ranger's Pantry averaged expenditures of approximately \$1,120 per month, a 132% increase over the previous year. The ASPCA grant can provide food for dogs in our community for over three months, and the remainder of the project is funded entirely by donations from the community.

**Geographical Area Served (for THIS request ONLY)**

Choose your domicile location in the FIRST drop-down. You may choose additional locations if this grant would benefit your work outside of your own state.

AR

**Population Served (for THIS request)**

You may choose more than one, but ONLY select those populations that will be served by THIS request. For example, if your organization provides services for cats and dogs, but your request is for dog kennels, you should choose "Dogs" ONLY.

Dogs

**Primary Program Type**

Please select the program type most closely aligned with THIS funding request.

Intake Reduction

**Program Area**

Please select the program area most closely aligned with THIS funding request.

Return to Owner/Anti-Surrender Programs (Shelter Outreach-Live Release/Intake Reduction)

**Type of Support**

Other

**Impact of Request on Animals**

**If you receive the FULL grant amount requested, approximately how many animals will THIS grant impact? Fill in a number for each category. Enter -0- (zero) if the category does not apply.**

Cats

0

Dogs

450

Equines

0

Farm Animals

0

Birds

0

Rabbits

0

Wildlife

0

Animal Welfare Professionals

0

## Organizational Background

### Programs and Services

Briefly describe the types of programs your organization provides the community it serves (in 100 words or less).

Ranger's Pantry provides free pet food to qualifying low-to-moderate income families living within the Fayetteville city limits to prevent the surrendering or abandoning of pets. Each qualifying applicant receives a voucher that provides three months worth of pet food. Vouchers are limited to one per household, no more than two within a one year period, and have a maximum limit of 100 pounds of dog food per month. To receive a second voucher, pets must be spayed or neutered, and the owner must provide proof of the spay/neuter.

### Collaborations

What other animal groups do you work with regularly? List the names, locations and contact information.

Fayetteville Animal Services:  
1620 S. Armstrong Rd.  
Fayetteville, AR 72701  
Tel: (479) 444-3456  
Fax: (479) 444-3459

## References

List professionals such as a veterinarian, persons from organizations with which you collaborate, or others who have firsthand knowledge of your organization. Be sure to include email addresses.

### Veterinarian Name

Dr. Robb Jones

### Vet Email

rjones@ci.fayetteville.ar.us

### Vet Phone

479-718-7696

### Collaborator Name

(Enter the name of a representative from an organization with which you collaborate)

Justine Lentz

Collaborator Email

jlentz@ci.fayetteville.ar.us

Collaborator Phone

479-444-3456

Other Name

Other Email

Other Phone

Please Note

If this grant request is approved, please indicate the status of your current cash reserves or available credit to cover the costs of your proposed project while waiting for payment from the ASPCA.

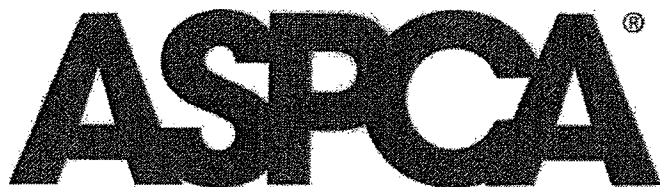
Cash Available

**By submitting a letter of inquiry and/or an application for an ASPCA grant, you agree to allow the ASPCA to utilize the information submitted on such letter of inquiry/application in any way it deems appropriate to support its mission to prevent cruelty to animals. Such uses may include, but are not limited to, reproducing such information in print or on the ASPCA website and/or allowing third parties to access such information. In addition, by submitting this letter of inquiry and/or application, you hereby certify that the requesting organization is aware of and endorses this request and the information herein.**

### Attachments

Title	File Name
Form 990 / W-9 / IRS Letter of Determination	<u>2014 City W-9 Form.pdf</u>
Form 990 / W-9 / IRS Letter of Determination	<u>Pantry Opening with Mayor.jpg</u>

Files attached to this form may be deleted 120 days after submission.



**GRANT AGREEMENT REFERENCE:**

NAME: City of Fayetteville Community Services Division - Animal Services Program  
PROJECT: Ranger's Pantry Pet Food Bank for Low Income Families  
AMOUNT: \$4,000.00  
GRANT NUMBER: 2014-0484  
GRANT TERM: March 18, 2014 - March 18, 2015  
ASPCA GRANT OFFICER: Lou Guyton

GRANT ACCOUNT LOGIN: [https://www.grantrequest.com/SID\\_900?SA=AM](https://www.grantrequest.com/SID_900?SA=AM)

March 18, 2014

Mr. Kyle Belt  
City of Fayetteville Community Services Division - Animal Services Program  
113 W. Mountain St.  
Fayetteville, AR 72701

Dear Mr. Belt,

The American Society for the Prevention of Cruelty to Animals (the "ASPCA") is deeply honored to be able to grant to City of Fayetteville Community Services Division - Animal Services Program (the "Grantee," and together with the ASPCA, the "parties" and each a "party") the amount of \$4,000.00 (the "Grant"). These funds are designated for the purpose set forth below and as outlined in your grant request and as further described in this agreement (this "Agreement") and, if applicable, its amendments: Ranger's Pantry Pet Food Bank for Low Income Families (the "Project").

Unless otherwise noted in the payment schedule below, the ASPCA shall pay the grant to the Grantee approximately two to six weeks following receipt of your online acknowledgement of this Agreement. By endorsing and depositing the Grant check, you represent and warrant that Grantee will meet the obligations specified in this Agreement.

Intending to be legally bound and in consideration of the Grant provided to the Grantee and the desire of the Grantee to conduct the Project, the parties hereby agree to the following terms and conditions as of the first date listed above (the "Effective Date"):

**1. Grantee Requirements.**

Type	Notes	Schedule Date
------	-------	---------------

Acknowledgement of Award Letter		April 18, 2014
Progress Report		September 18, 2014
Final Report		March 18, 2015
Financial Report/Receipts		March 18, 2015
Photographs		March 18, 2015
Press Information		March 18, 2015

The Grantee shall communicate with Lou Guyton (lou.guyton@aspca.org) (the “ASPCA Grant Officer”) according to the schedule and additional instructions (if applicable) to review and evaluate the use of the Grant funds. (Grant Agreement acknowledgements are required and should be made online by accessing your ASPCA Grants account\*; formal letters of acknowledgement and thank you letters are optional and should be mailed or emailed to your ASPCA Grant Officer.)

**\* Requirements must be submitted through your ASPCA Grants account at: [https://www.grantrequest.com/SID\\_900?SA=AM](https://www.grantrequest.com/SID_900?SA=AM)**

An explanation of additional grant requirements you may be asked to fulfill are described in Schedule 1 and on our website at [aspca.org/grants](http://aspca.org/grants).

You are required to provide additional information relating to this Grant upon the ASPCA's request. Such additional information may include but is not limited to: receipts (up to three years after the Grant end date), photographs, and press information. In addition, you are required to provide access to the ASPCA upon the ASPCA's request so that the ASPCA may conduct a site visit of your location(s) during standard business hours, or at a day and time mutually agreed upon by the ASPCA and the Grantee. The ASPCA will provide you with reasonable notice of any such request unless otherwise mutually agreed upon.

You may submit requirements upon completion at any point during the grant term. Organizations that fail to submit required documentation in a timely manner may jeopardize future grants and/or grant payments. Should you need a due date extension, please forward your request, prior to the due date, to [lou.guyton@aspca.org](mailto:lou.guyton@aspca.org) with the requirement type (e.g. Final Report, Financial Report, etc.), an explanation for your request (including the reason for the anticipated delay) and your preferred new due date.

**2. Use of Grant Funds.** The ASPCA shall pay the Grant to the Grantee according to the following schedule:

Payment Number	Total # of Payments	Approximate Schedule Date	Amount
1	1	April 18, 2014	\$4,000

The Project shall consist of the activities outlined in the Grant request submitted to the ASPCA (“Ranger's Pantry Pet Food Bank for Low Income Families”). The Project shall also include the following:

The Grantee agrees that it is the sole employer of all individuals who are compensated in whole or in part with Grant funds, or whose employment, fellowship or internship position arises in any way as a direct or indirect result of the Grant (each a “Funded Position”). The Grantee further agrees that it is exclusively responsible for the classification and engagement of any contractors whose fees and/or expenses are paid in whole or in part with Grant funds (“Funded Contractor”). Accordingly, the Grantee agrees that with respect to any Funded Position and/or any Funded Contractor, the Grantee is exclusively responsible for compliance with, and will comply with, any and all applicable federal, state and local employment laws, regulations and rules, including, but not limited to, any employer obligations to: (a) timely pay all wages or other compensation due; (b) withhold and remit employment taxes; (c) administer any required discipline; (d) provide insurance coverages; (e) prohibit discrimination or harassment based on any protected characteristic; and (f) provide any required leave or accommodation. The Grantee acknowledges and agrees that the parties to this Agreement are in the relationship of Grantor and Grantee, and the use of Grant funds for Funded Positions and/or Funded Contractors does not constitute a joint venture, affiliation, or joint employment relationship of any kind.

The Grantee acknowledges and agrees that the grant shall be used exclusively for costs incurred directly in connection with the Project and as set forth in this Agreement, and that failure to do so will result in the Grantee having to return the grant to the ASPCA within ten (10) days of the ASPCA’s request to do so.

The Grantee hereby grants to the ASPCA a license to use the Grantee’s name and trademarks on materials directly related to the activities of the Project and/or the Grant. The Grantee Key Contact is Mr. Kyle Belt (the “Grantee Key Contact”), and the Grantee Key Contact shall communicate with Lou Guyton (lou.guyton@aspc.org) monthly to review and evaluate the progress of the Project.

**3. Acknowledgment of ASPCA Support.** In consideration of the grant, the Grantee shall publicly acknowledge that the Project was made possible through a generous grant from the ASPCA and shall reference the ASPCA in all “Project Materials.” “Project Materials” shall include, but not be limited to, all copy, script, text, graphics, photographs, video, audio, promotional and advertising materials, and all other editorial matter(s) or press releases relating to the Project. The Grantee shall submit the Project Materials for review and approval by the ASPCA Grant Officer prior to its inclusion in any materials prepared and intended to be distributed regarding the activities of the Project. No changes on the approved version of any Project Materials shall be instituted by the Grantee without the prior written approval of the ASPCA Grant Officer. The ASPCA hereby grants to the Grantee a license to use the ASPCA Trademarks on materials directly related to the activities of the Project. “ASPCA Trademarks” are: “ASPCA®”, which must always appear in PMS 422 and 021, unless used in materials that are completely black and white in nature, in which case it may appear in black; and “The American Society for the Prevention of Cruelty to Animals®”. The ASPCA has the right in its

sole discretion to require the Grantee to remove all references to the ASPCA's involvement if the ASPCA determines that the Grantee is not fulfilling its obligations under this Agreement or if for any other reason the ASPCA determines that it is no longer in the ASPCA's best interest to be referenced in such manner.

Jpegs of the ASPCA logo are embedded below for your cut-and-paste use on your website or other collateral. Additional logos and badges can be found here: <http://aspcapro.org/badges>. Instructions regarding links to the ASPCA's website can be found at this URL: <http://www.aspca.org/about-us/linking-policy>.

For assistance regarding recognition of your Grant, including press releases, advisories, or general media outreach, please contact the ASPCA's Media Department at [press@aspca.org](mailto:press@aspca.org). A suggested press release template is provided as Schedule 2 as a helpful guide. Social media tips are also provided on Schedule 3.

MADE POSSIBLE BY  
A GRANT FROM THE **ASPCA**<sup>®</sup>

MADE POSSIBLE BY  
A GRANT FROM THE  
**ASPCA**<sup>®</sup>



**4. Records.** The Grantee will keep accurate books and records with respect to the grant in accordance with generally accepted accounting principles and business practices. The Grantee will maintain its books and records in such a manner that the receipts and expenditures of the Grant funds will be shown separately on such books and records in any easily checked form. The Grantee will keep records of receipts and expenditures made of Grant funds as well as copies of the reports submitted to the ASPCA and supporting documentation for at least three years after completion of the use of the Grant funds, and will furnish or make available such books, records, and supporting documentation to the ASPCA for inspection at reasonable times from the time of the Grantee's acceptance of the Grant through such period.

**5. Maintenance of Tax-Exempt Status.** In carrying out the Project, the Grantee shall comply with all applicable federal, state and local laws and regulations. If the Grantee is a 501(c)(3)



organization, the Grantee certifies that it is in good standing with the Internal Revenue Service and shall notify the ASPCA immediately of any change in, or challenge by the Internal Revenue Service to, its status as a 501(c)(3) tax-exempt organization.

**6. Termination.** The ASPCA may, in its sole discretion (i) withhold payment of funds until in its opinion the situation has been corrected or (ii) declare the Grant terminated in any of the following circumstances:

- (a) If, as the result of the consideration of reports and information submitted to it by the Grantee or from other sources, the ASPCA, in its sole discretion, determines that continuation of the Project is not reasonably in furtherance of the ASPCA's mission to provide effective means for the prevention of cruelty to animals throughout the United States (the "ASPCA Mission") or that the Project is not being executed in substantial compliance with the grant request (or work plan as revised) or that the Grantee is incapable of satisfactorily completing the work of the Project;
- (b) In the case of any violation by the Grantee of the terms and conditions of this Agreement;
- (c) In the event of any change in, or challenge by the Internal Revenue Service to, the Grantee's status as a 501(c)(3) tax-exempt organization if applicable; or
- (d) If it is revealed that, during the Project, the Grantee is or was involved in any activity or makes any statement disparaging of, or reflecting unfavorably upon the ASPCA, tarnishes the reputation of the ASPCA or is not in alignment with the ASPCA Mission.

If the ASPCA terminates the Grant, it shall so notify the Grantee, whereupon it, if so requested by the ASPCA, shall promptly refund and pay back to the ASPCA any unexpended balance of the Grant funds in the Grantee's hands or under its control.

Upon completion of the Project or termination of this Agreement for any reason, the ASPCA will withhold any further payments of Grant funds and the Grantee shall, at the option of the ASPCA, repay to the ASPCA any portion of the Grant funds that were not spent for the Project. All such determinations by the ASPCA under this Section 6 will be final, binding and conclusive upon the Grantee.

**7. Future Funding.** The Grantee acknowledges that the ASPCA and its representatives have made no actual or implied promise of funding except for the amounts specified in this Agreement. If any of the Grant funds are returned or if the Grant is rescinded, the Grantee acknowledges that the ASPCA will have no further obligation to the Grantee in connection with this Grant as a result of such return or rescission.

**8. Modification.** No amendment or modification of this Agreement shall be valid, unless made in writing and duly executed by the parties hereto.

**9. Miscellaneous.** This Agreement is intended to be binding upon the Grantee and the ASPCA. This Agreement represents the final agreement between the parties with respect to the subject matter hereto, and supersedes any and all prior agreements, written or oral, between the parties with respect to the matters contained herein. This Agreement is not intended to, nor shall it be deemed to create, any partnership or joint venture between the Grantee and the ASPCA. This

Agreement shall be interpreted, governed by and construed in accordance with the internal laws of the State of New York, without regard to the conflict of laws principles thereof. The parties hereto acknowledge and consent to personal jurisdiction and venue exclusively in New York, New York with respect to any action or proceeding brought in connection with this Agreement. This Agreement may be executed by the parties hereto in counterparts, each of which, when executed and delivered, shall be deemed to be an original and all of which shall constitute together the same document.

By endorsing and depositing the Grant check, you represent and warrant that you are capable of binding the Grantee to the terms set forth in this Agreement.

We extend our best wishes to you for continued success and look forward to hearing about your accomplishments during the year. It is a pleasure to be among your current supporters.

Sincerely,

**Michael Barrett**  
Vice President, ASPCA Grants

CC: [grants@aspca.org](mailto:grants@aspca.org)

## Schedule 1: Grant Reporting Requirements

We require ASPCA grantees to fulfill a variety of requirements based on the grant size and purpose. We make every effort to minimize the reporting burden on grantees while employing best practices in all of our grants programs.

Please follow these guidelines when submitting requirements:

- Submit ALL requirements online by logging into your ASPCA Grant Account at [https://www.grantrequest.com/SID\\_900?SA=AM](https://www.grantrequest.com/SID_900?SA=AM)
- Please adhere to the due dates – you may submit fulfilled requirements at any point during the grant term. Should you need extra time to submit any particular requirement, please contact the ASPCA Contact on your award letter prior to the due date with 1) a request for a due date extension, 2) the preferred due date and 3) an explanation for the request.

Grantees will be asked to submit some or all of the following requirements:

- **Acknowledgement of Award Letter** – all grant awards in the amount of \$5,000 or less must be acknowledged online as your official indication that you intend to use the funds as instructed in the grant agreement.
- **Final Report** – indication of results/outcomes and an analysis of your project plus an estimation or exact indication, if measurable, of the number of animals impacted by the grant. Narrative text entry and/or upload.
- **Financial Report/Receipts** – a comprehensive list of expenditures for which grant money had been used (typically best submitted in a spreadsheet). Financial Reports for projects that produce accurate, easily measurable outputs, such as targeted spay/neuter programs, should identify the cost per animal as part of a detailed report on the project. Receipts and/or invoices should be uploaded when appropriate.. Narrative text entry and/or upload.
- **Photos** – Generally, we ask for photos that show pictorial evidence of the intended use of funds; we may also ask for photos associated with human interest stories for promotional purposes. Narrative text entry for captions plus uploads.
- **Press Information** – links to or uploads of press releases, clips or links showing recognition of the ASPCA's grant for your project. You can also include stories, anecdotes, quotes, and social media posts that could be used for promotional purposes including human interest stories with accompanying photos. Narrative text entry and/or upload.
- **Progress Report** – an interim report designed to inform your grant officer on the status of the project. Narrative text entry and/or upload.
- **Signed Amendment** – occasionally the purpose or amount of a grant will change during the grant term. In some cases, this will require a signed amendment to the contract.
- **Signed Contract** – payments of all grant awards that exceed \$5,000 are contingent upon your submission of two signed contracts mailed to ASPCA, Attn: Grants Department, 520 8<sup>th</sup> Avenue, 7<sup>th</sup> Floor, New York, NY 10018.
- **Site Visit** – indicates that a grant officer wishes to make a physical site visit of your facility during the grant term, sometimes as a condition of payment or to provide your organization with additional non-cash outreach and resources.

## Schedule 2: Press Release Template (Optional)

# Your Organization's Logo Here

[DATE]

Media Contact: [NAME]  
[PHONE] / [EMAIL]

## Headline

### *Subheader*

[City], [State]—The [Organization] today announced (general information about the initiative/program/event/grant)

“Compelling opening statement about a problem,” said Spokesperson, title. “Quote that includes more information about how the funding will assist in impacting animals.” (Example: “Many families have sadly had to part with their pets in recent years as a result of the economic downturn,” observes Jane Doe, director of shelter operations. “These funds will help expand our safety net program in order to keep more families together.”)

*Optional quote from the ASPCA (must contact ASPCA Media Department [press@aspca.org](mailto:press@aspca.org))*

Paragraph with detailed information about initiative/program/event/grant.

For more information, please visit [website].

### **About [Organization]**

History and background of your organization.

###

## Schedule 3: Social Media Tip Sheet for Grantees

### Why Use Social Media?

Using social media tools such as Facebook, Twitter, YouTube, and blogs to spread the word about your organization and the great work it does can be a powerful and cost-effective strategy for capturing the attention of potential and existing adopters and donors. If you aren't already using social media, here are three of the most compelling reasons to do so:

- **The potential reach of social media is immense.** In contrast to more conventional publicity vehicles, such as printed advertisements, nearly everyone has equal access to your message, and your audiences can easily and immediately share that message with their audiences, helping it go exponentially farther. Social media tools make it easier to see who you're reaching and easier to interact with your constituents, and thereby build and strengthen connections with them.
- **Social media tools are free.** There is no cost to sign up for accounts on Facebook, Twitter, YouTube, or blogging sites such as WordPress or Blogger, which eliminates barriers to entry for cash-conscious organizations. Social-media-savvy volunteers can provide *pro bono* assistance in promoting your organization's work with these tools.
- **Brevity is a virtue.** In the social media realm, lengthy appeals can be counterproductive – usually a few words or lines, a brief story, a photo, or a video can be ideal for generating substantial interest in your efforts. There's no need to use every available social media platform – choose only the one(s) that best fit your organization's communication style.

### ASPCA Grant Publicity Guidelines

Social media tools make it easy to share news about your ASPCA grant and the project it is supporting! Updates on your successes that engage readers, along with clear and colorful photos and videos that showcase those successes, will help your group to attract more followers. We encourage you to publicize your funded project – and if you do, please loop in your grant officer to let him/her know!



Connect with us...

...on Twitter at [@aspca](#) and [@aspcapro](#)

Using the [#aspcagrants](#) hashtag to share news of your ASPCA grant and its impact makes it easy for adopters and donors across the Twitterverse to

catch wind of your success, whether or not they're already followers.



...on Facebook at [facebook.com/aspca](#) and [facebook.com/ASPCAPro](#)

Becoming a "fan" of ours and creating a "fan" page of your own makes it easy for the ASPCA, other organizations, and the general public to learn about your organization and the great work you do, and to share your success with others. We hope you'll "like" us!



...on YouTube at [youtube.com/ASPCA](#) and [youtube.com/ASPCAPro](#)

Many smartphones make it easy to shoot and upload videos to YouTube, which provides a powerful platform for your audiences to literally see your work in action. Subscribe to the ASPCA's channel and see how other animal welfare organizations are using YouTube to bring their efforts to life.

### Resources

- **ASPCAPro Resource Library** (<http://www.aspcapro.org/resource-library>) – This repository of articles, tip sheets, and webinars has been developed specifically to serve the needs of our grantees.
- **The Social Animal** (<http://www.thesocialanimal.com/>) – A blog focused on helping animal welfare advocates use social media tools to accomplish their mission more effectively.
- **Beth Kanter's Blog** (<http://www.bethkanter.org/>) – A blog focused on helping nonprofits use social media and other digital tools to achieve social change.

