



ASPCA Mega Match-a-thon Request for Proposals

The 3rd annual ASPCA Mega Match-a-thon seeks to save the maximum number of animals in shelters through a weekend of high-volume community adoption events that will take place simultaneously across the country. We are accepting applications for adoption events to be held October 17-19, 2014. The ASPCA is interested in applications that demonstrate how a significant increase in adoptions will be achieved through collaboration and community involvement. Grants will be made for up to \$10,000 each.

The application will only be open from May 1 through May 15.

Eligible Applicants:

- 501(c)(3) nonprofit animal welfare organizations, government agencies/departments or other nonprofit organizations whose mission includes animal welfare
- 2014 Rachael Ray \$100K Challenge participants are not eligible for a Mega Match-a-thon grant

Preference will be given to:

- Applicants that work collaboratively to adopt as many of the entire community's shelter animals as possible, or individual organizations with proven capacity to hold large-scale adoption events
- Collaborations between shelters and rescue organizations, including spay/neuter clinics
- Individual shelters with the capacity and resources to organize and produce a large-scale event
- Agencies that are engaging other partners/sponsors

Eligible Expenses:

- Make-ready for adoption to offset additional spay/neuter surgeries, vaccinations, etc.
- Tags and collars for adopted animals
- Marketing materials and expenses to promote the event

- Rental space and equipment, including tents and booths
- Event supplies and related expenses

Award:

- Grants will be made for up to \$10,000, with the average grant from \$5,000 to \$7,500
- Requests should reflect anticipated costs directly related to the adoption event as noted above

When there is a coalition of agencies, grant funds will be given to the lead agency that applies for the funding and is leading the project. The lead agency may choose to disperse funds to other agencies with whom they are partnering on this event, but only with prior written consent from the ASPCA.

If approved for funding, the ASPCA will provide the following to grantees:

- ASPCA Mega Match-a-thon Logo artwork, Mega Match-a-thon ad and poster templates, publicity guide, media exposure and social media support
- Press releases issued nationally
- Access to our Media and Communications Department for advice on how to get the word out
- Links to webinars and information on how to run a mega adoption event, engage the community and get more resources as they may become available

General Guidelines:

- All animals must be spayed/neutered prior to the adoption event
- Adoptions must be same day (animals not released to adoptive families during the event will not be counted as part of the adoption total)
- All adopted animals must have collars and ID tags with the new owner's name and phone number **placed on the animal at time of adoption**
- All Mega Match-a-thon marketing and advertising materials must be submitted to the ASPCA for approval prior to use
- Agencies must be willing to share media contacts (name, media organization name, phone number and email) with the ASPCA and co-brand the event with the provided logos/artwork (guidelines and available artwork will be sent to grantees)
- Baseline data that reflects the 2013 adoptions **for all participating agencies** and is provided by species and age (dogs, cats, puppies and kittens) for October 18, 19, 20 2013

Baseline data provided from 2013 must match the 2014 day(s) of the event; i.e. if a Saturday/Sunday event is planned in 2014, baseline data should be for the Saturday/Sunday of

Oct. 19-20 2013 weekend. Baseline data must indicate the age at which each agency defines puppies and kittens, (ex. 12 weeks, 16 weeks, etc.)

Note: Foster placements or transfers **out** of the shelter or rescue agencies to other agencies cannot be counted as adopted

- Participating agencies will be asked to regularly post adoption photos and updates via social media channels (Facebook, Instagram, YouTube, etc.) during the event and Twitter using ASPCA event hashtag (details to be provided to the grantees)
- Costs intended to be covered by the grant funds must be clearly identified in the grant proposal; proposals should also include the total project costs, if known, and if other sponsors/partners/funders will be providing the balance
- Any change to approved workplans must be approved in writing by the ASPCA

Proposal Guidelines:

- Proposals must be submitted through the online application system (link below)
Proposals will not be accepted by mail, email, or fax
- Proposals must include the following information for **all organizations** involved in the event: agency name, address, URL, lead contact name, lead contact phone number and lead contact email
- All grant applications must include the adoption goal number for the event and the basis for the goal (i.e. how you arrived at your goal number)
- Proposals should include the length of adoption event – minimally one full day (8 hours), or two- or three-day full day events. Proposals should include the dates and hours that the event is planned during the Mega Match-a-thon dates
- Proposals should also include:
 - Location of the event (including type, i.e. shelter or other parking lot, local park, etc.)
 - Other elements of the event (including behavior/veterinary specialists, etc.)
 - How many volunteers the agency(ies) anticipate will participate in the preparation for the event, and how many will assist with staffing at the actual event
 - How the shelter/coalition will market and involve the media in the event
 - How the shelter/coalition will provide collars/tags for adopted animals
 - Any sponsorships/partnerships/in-kind donations that the agency plans to receive to keep costs down and increase promotion (For example: donated space, donated tents, a major donor paying for part/all of some number of adoptions, a media partner, etc.)

How to Apply:

Please fill out the online application (opens May 1):

http://www.GrantRequest.com/SID_900?SA=SNA&FID=35204

The application will **only** be available from May 1, 2014, 10 am ET, to May 15, 2014, 5 pm ET. If you try accessing this application link before or after that timeframe, you will receive an error message.

For questions on submitting your application, please contact grants@aspca.org. For questions about Mega Match-a-thon, please contact lanie.anton@aspca.org.