



*BETTER CITIES FOR PETS™: A National Grants Program*

## **GUIDELINES FOR COMPLETING YOUR ONLINE APPLICATION**

### **BACKGROUND**

Pets are now part of more than 84 million U.S. households, and more people think of them as family than ever before. A growing number of scientific studies support the physical and emotional benefits of pet ownership, including promoting healthy and active lifestyles; facilitating social connections and friendships in neighborhoods and communities; making workplace better by boosting morale and reducing stress; and pet owners experiencing less depression, anxiety and loneliness.

Yet there are still barriers to pet ownership across the country. These range from financial and green space constraints, to lack of understanding in housing, retail and other sectors about the benefits of creating and supporting pet-friendly environments. To determine how best to address these challenges, in January 2017 The United States Conference of Mayors (USCM) and Mars Petcare launched a nationwide city survey to determine what resources and support a city would need to make their community more pet-friendly. The survey found that:

- ✓ 82% of mayors surveyed believe that providing pet-friendly amenities for residents can have a tangible economic impact in their city.
- ✓ 100% of mayors surveyed understand that pets can have a positive impact on people's physical and mental health.
- ✓ **Cities, across the country, from outer-ring suburbs to urban cores, need more resources than they can currently provide, in order to create optimal pet-friendly environments.** This includes food, facility upgrades and training for shelters; improved outdoor public amenities for dogs and other pets; support for local pet adoption, microchipping, and spay/neuter programs; and education for business owners on the benefits of establishing pet-friendly policies and amenities in retail, restaurant, and other business settings.

In response to the findings of that report, Mars Petcare and USCM are proud to announce a nationwide initiative to promote, support and expand pet-friendly programs and policies in America's cities.

## LEADERSHIP RECOGNITION/GRANT PROGRAM

US Conference of Mayors in partnership with Mars Petcare's BETTER CITIES FOR PETS™ program will provide grants to cities to advance the goal of creating welcoming places for people and pets to live, work and play together.

Grants may be awarded to the cities themselves or to an NGO partner working in partnership with the city.

## ELIGIBILITY GUIDELINES

Grants will be provided to USCM member cities (or a mayor's designated NGO/nonprofit partner organization) that demonstrate a commitment to expanding their existing pet-friendly program efforts.

Grants will be based on the city's plan to address one or more of the traits outlined in the BETTER CITIES FOR PETS™ 12 Traits of Pet-Friendly Cities model, which you can access online at <https://www.bettercitiesforpets.com/pet-friendly-cities-model>.

In addition, cities will be encouraged to leverage their grant funding to generate additional local resources, which can exponentially increase the impact of the grant program. **All applications must include a letter of support signed by the mayor, on city letterhead.** Priority will be given to grants that demonstrate active engagement of the mayor and other city leaders.

## WHAT AWARD-WINNING MAYORS AND THEIR CITIES RECEIVE

Three grants will be awarded to help selected cities to expand existing pet-friendly programs or initiatives.

- ✓ Each winning city will receive a monetary award to support their pet-friendly cities initiative.
- ✓ Each winning city will be the focus of a coordinated national media campaign by USCM and Mars Petcare to publicize their winning program, to include press releases, social media engagement, local events, and other strategies.
- ✓ A program description will be published on the designated USCM webpage, [www.usmayors.org/pets](http://www.usmayors.org/pets), along with photos.
- ✓ USCM and Mars Petcare will work with each winning city to plan a local ceremony at which the grant award will be presented to the mayor by representatives from USCM and Mars Petcare.

## DEADLINE | HOW TO APPLY

Cities should complete an online application at [www.usmayors.org/pets](http://www.usmayors.org/pets). **Applications are due at 11:59pm Eastern Time on April 27, 2018.**

Applicants will apply for one of two funding categories:

- ✓ Category A: Education and Programming – for example signage and a public education campaign to increase responsible pet ownership behaviors such as always using a leash or picking up pet waste; or a “Pets Welcome” business initiative to help local businesses create a pet-friendly business district.
- ✓ Category B: Pet-Friendly Infrastructure – for example developing a dog park or other pet-friendly green space; adding pet waste or hydration stations in an area that currently doesn’t have them; or enhancing an animal shelter such as adding a dog run or a cat enrichment space.

### **SELECTION AND REVIEW PROCESS**

An independent panel of judges, consisting of former mayors and issue experts, will select three winners.

### **ANNOUNCEMENT OF AWARDS**

Award winners will be announced during the 86<sup>th</sup> Annual Conference of Mayors meeting in Boston, MA (June 08-11, 2018). We request that winning mayors be present for the ‘official’ award presentation.

### **IMPORTANT DATES**

- ✓ 2018 Announcement: Winter Meeting, **January 2018**
- ✓ Application Deadline: **April 27, 2018 @11:59pm Eastern**
- ✓ Notification of Winners: **Week of May 16, 2018**
- ✓ Award Presentation: 86<sup>th</sup> Annual Conference of Mayors Meeting, June 08-11, 2018 in Boston, MA

### **GRANT RECIPIENT OBLIGATIONS**

When making the decision to participate in the program, please consider the following requirements of award winners.

- ✓ Mayor will attend or send a designate to the awards announcement ceremony at the U.S. Conference of Mayors 86<sup>th</sup> Annual Meeting in Boston, Massachusetts (June 8-11, 2018).
- ✓ Recipient city will host a local mayoral dedication event before the end of the grant award year, planned with assistance from USCM and Mars Petcare. USCM and Mars Petcare will attend and present the award to the mayor.
- ✓ Recipient city will complete the BETTER CITIES FOR PETS™ [Pet-Friendly City Assessment](#).
- ✓ Recipient city will implement their action plan within 12 months and report progress to USCM at the 6-month mark and 12-month mark.
- ✓ Action plan will include using BETTER CITIES FOR PETS™ program branding on signs, amenities and other program materials.

## **FREQUENTLY ASKED QUESTIONS**

### **Can city submit more than one project/program for consideration?**

*Yes, you may select as many programs within your city as you wish to nominate, but a separate application must be completed for each program.*

### **How will I know if my application was received?**

*When applications are submitted both the designated mayoral contact and program contact email addresses will receive a message of confirmation to serve as acknowledgment.*

### **Can I make changes to my application after I have submitted it?**

*Yes, if the application is submitted prior to the application deadline, cities may use the application receipt confirmation link sent to designate email addresses to make corrections. After the deadline has passed no changes can be made to the application.*

### **Will we be required to work with the NGO partners listed at [usmayors.org/pets](https://usmayors.org/pets)?**

*No. This list is an example of organization who work in that field that Mars Petcare has worked with in the past but there is no requirement that applicants work with these organizations.*

## **APPLICATION QUESTIONS:**

*All questions MUST be answered in order to consider your application complete. You will not be able to submit your application unless each of these questions has been answered.*

### **SECTION I: CONTACT & DEMOGRAPHIC INFORMATION:**

1. Mayoral Contact Information:
  - a. Mayor's Name:
  - b. Address
  - c. City, State, Zip
  - d. Phone:
  - e. Email:
2. Mayoral Staff Contact
  - a. Name
  - b. Title
  - c. Phone
  - d. Email
3. Contact Information for the Program:
  - a. Program Contact Name:
  - b. Address:
  - c. City:
  - d. State:
  - e. Zip Code:
  - f. Phone number:
  - g. Cell Phone:
  - h. Email Address:
  - i. Website:
4. NGO/Nonprofit Contact Information (if you are working with a partnering organization)
  - a. Name of Organization
  - b. Primary Contact Name
  - c. Address
  - d. City, State, Zip
  - e. Phone Number
  - f. Email
  - g. Website Address
5. Please check your city's population size:
  - a. Large City (population of 250,000 or larger)
  - b. Medium City (population of 75,000-250,000)
  - c. Small City (population of 75,000 or smaller)

## SECTION II: DESCRIPTION OF PROPOSED PROJECT/INITIATIVE

6. Program Category (Select only 1)
  - a. Education and Programming – for example signage and a public education campaign to increase responsible pet ownership behaviors such as always using a leash or picking up pet waste; or a “Pets Welcome” business initiative to help local businesses create a pet-friendly business district.
  - b. Pet-Friendly Infrastructure – for example developing a dog park or other pet-friendly green space; adding pet waste or hydration stations in an area that currently doesn’t have them; or enhancing an animal shelter such as adding a dog run or a cat enrichment space.
7. Is this a new or existing project or program? (Select only 1)
  - a. New
  - b. Existing
8. Please provide a one-page Executive Summary of your program, in which you should address:
  - ✓ the type of project/initiative for which you’re seeking funding;
  - ✓ how this project/initiative is outstanding and/or innovative;
  - ✓ high-level timeline for how the project/initiative would be executed within 12 months;
  - ✓ how this project/initiative might be replicated in other communities.

(1,000 words maximum)
9. Describe how your city’s mayor has been engaged/will participate in the project, and/or how the mayor is supporting this initiative.

(250 words maximum)
10. Please describe what additional resources are available in your community to support this project and how you would use this grant as an opportunity to generate additional resources.

(500 words maximum)
11. Please upload your Mayoral Letter of Support. (Required for Submission)
12. Please upload a high-res vector file of your city logo and the logos of any major intended partners. Preferred file formats are .eps or .ai. By applying for the grant, you give permission for use of the logo(s) should a grant be awarded.
13. **Attachments (Optional):** Attach any relevant documents that will enhance your application. You may upload up to five (5) documents. Acceptable file formats include Word, Excel, jpg, gif, and pdf. If you would like to send a video file or link to a video, please e-mail it directly to [cswann@usmayors.org](mailto:cswann@usmayors.org).