

Open Arms Challenge – Sample Registration Application

Please note, this is a sample application for reference only, and questions are subject to change. If you have any questions about this application or the [Open Arms Challenge](#), please contact the Maddie's Fund Grants Team at 925.310.5450 or grants@maddiesfund.org. We experience a very high call and email volume during application cycles, so our response time may be as long as 48 hours.

Registration Questions tab

Maddie's Fund invites you to register for the Open Arms Challenge! This Challenge is all about opening our hearts and minds to more accessible and inclusive practices that provide a welcoming environment for all community members. The goal of this Challenge is to increase inclusivity and provide a welcoming environment for all staff (paid and unpaid) and community members; and keeping pets with their people and in their communities when possible. What that looks like is different for every organization. It could be returning voicemails and emails in a timely manner, providing literature in multiple languages, completely rewriting or doing away with the adoption application, undertaking bias training or choosing new neighborhoods for adoption events.

For the month of **April 2024**, we are encouraging animal shelters, foster-based organizations, and public charities focused on keeping pets and people together to pilot new approaches that open doors to new adopters and volunteers and welcome your entire community. Not only do we all hope to see an increase in adoptions, foster recruitment and volunteer interest, but there's also \$510,000 in grants available! You can learn more on [our website](#).

This Challenge is funded by [Adopt a Pet](#), [California for All Animals](#), [Life of Riley](#), [Maddie's Fund](#), [Michelson Found Animals Foundation](#) and [Ryan Animal Rescue Foundation](#) and in collaboration with [American Pets Alive!](#), [ASPCA](#), [The Association for Animal Welfare Advancement](#), [Best Friends Animal Society](#), [BISSELL Pet Foundation](#), [The Community Cats Podcast](#), [Companions and Animals for Reform and Equity \(CARE\)](#), [Cuddly](#), [Greater Good Charities](#), [HeARTS Speak](#), [Humane Society of the United States](#), [JVR Shelter Strategies](#), [Maddie's Million Pet Challenge](#), [National Animal Care and Control Association](#), [Petco Love](#), [Petfinder Foundation](#), [PetSmart Charities](#) and [Shelter Animals Count](#).

To be considered to participate in the Open Arms Challenge ("Challenge"), your organization must:

- be a U.S.-based government agency or 501c3 public charity
- be a shelter, foster-based organization or other animal welfare organization focused on keeping pets (dogs and/or cats) and people together and animals in their communities.
- be an active participant in [Shelter Animals Count](#).
- be current on all grant reporting for any prior Maddie's Fund grants.
- register for the Challenge by submitting a complete application through the Maddie's Fund Grants Portal. You will be notified by our team by Friday, March 29, 2024, if you meet the eligibility requirements to participate in the Challenge.

Registration Dates: Monday, February 26 – Wednesday, March 6, 2024 (Apply through our grants portal until 5pm PST on March 6, 2024.)

Prep Period to be held during Weekly Community Conversations: January/February 2024. This is your chance to prepare for your new welcoming practices. **January 18, 2024**, Maddie's Fund will host a Pre-Challenge Huddle to go over all your registration and application questions.

Prep Period: January – February 2024. This is your change to prepare for your new welcoming practices. Our Weekly Community Conversations during this time will feature topics related to the Open Arms Challenge, and we'll host a Zoom Huddle on January 18, 2024, to go over all of your registration and application questions.

Challenge Period: April 1 – April 30, 2024. During this time, you will pilot your new practices.

Participation Report Due Date: Wednesday, May 15, 2024 ([find a sample of that report on our website](#))

Final Report (via Zoom Huddle) for Award Winners: September 2024 ([find sample questions on our website](#))

Once you submit your registration application, you will immediately receive an automated email from Maddie's Fund confirming your application has been submitted. If you do not receive this email, please contact the Maddie's Fund Grants Team at 925.310.5450 or grants@maddiesfund.org as your application may not have been submitted. Applications that are not submitted and left as "In Progress" will not be reviewed and will be deleted 10 days after the close of the registration period.

If you have any questions as you're completing this application, please contact Maddie's Fund at 925.310.5450 or grants@maddiesfund.org.

Be sure to save your work periodically using the blue Save button at the bottom of the page.

1. Which of the [following practices](#) are you currently using? Select all that apply. (To make your selection(s) below, click on the option in the Available column and then on the Right Arrow to move it to the Chosen column.)
 - a. Processes are equitable and inclusive
 - b. Customer success is ensured through customer service
 - c. Marketing is inclusive of all areas of your community
 - d. Organization embraces an open and welcoming culture
 - e. Organization creates partnerships with other organizations
 - f. Other, please explain:
2. Please briefly describe your Adoption/Volunteer/Foster and Pet Safety Net programs, including how these programs are marketed. *2,500 character limit*
3. Are your unpaid staff (volunteers and foster caregivers) and adopters demographically reflective of your community?
 - a. Yes
 - b. No
 - c. Unsure
4. Which of the [following practices](#) are you planning to implement or expand during the Challenge Period? Select all that apply. (To make your selection(s) below, click on the option in the Available column and then on the Right Arrow to move it to the Chosen column.)
 - a. Processes are equitable and inclusive
 - b. Customer success is ensured through customer service
 - c. Marketing is inclusive of all areas of your community
 - d. Organization embraces an opening and welcoming culture
 - e. Organization creates partnerships with other organizations
 - f. Other, please explain:

5. Please briefly provide specifics for what practice(s) you will implement or expand during the Challenge period, including what you hope to achieve and how you will measure your success. *3,000 character limit*
6. Do you foresee any barriers/challenges to implementing or expanding these practices? How do you plan to overcome these barriers/challenges? *1,500 character limit*

Please click on "Save & Next" below to continue filling out your application.

Organization Information tab

Please review your organization's information, make any necessary changes and be sure you fill in each field. The requirements for this grant are that your organization is (1) a U.S.-based government or 501c3 shelter or organization that focuses on dogs and/or cats and (2) an active participant in Shelter Animals Count. This grant application doesn't require that your organization post your annual animal statistics nor lifesaving percentage on your website or submit data to Best Friends Pet Lifesaving Data Dashboard. **However, all those questions need to be answered below.**

Please note, some of our questions have recently changed. If you've filled out this tab on a previous application, please review your answers to make sure they're up to date.

Once you've made your edits, click on "Save & Next" below to continue to the next tab.

Incomplete applications may not be reviewed by Maddie's Fund.

- Organization Name:
- Legal Name:
- AKA:
- EIN:
- Phone:
- Street Address/City/State/ZIP Code:
- U.S. County:
- Website:
- Organization Type:
 - College/University
 - Government Animal Services
 - National Animal Welfare Non-Profit/Foundation
 - Non-Profit Spay/Neuter Clinic
 - Non-Profit Veterinary Clinic
 - Other Organization
 - Private Shelter/Rescue Organization with Gov Contract
 - Private Shelter – No Gov Contract
 - Private Veterinary Hospital
 - Rescue Organization – No Gov Contract
 - Veterinary Medical Association
 - If "Other Organization", please explain:
- For animals that you bring into your care (shelter or foster), what is your annual dog intake?
- For animals that you bring into your care (shelter or foster), what is your annual cat intake?
- If applicable, how many dogs per year do you help in your community (owned pets)?
- If applicable, how many dogs per year do you help in your community (owned pets)?

- Is your organization led by someone who is Black, Indigenous, or a Person of Color (BIPOC)? Yes/no
- Do you have at least 25% BIPOC representation on your board (or other governing body)? Yes/no
- Do you have at least 50% BIPOC representation in your organization's leadership? Yes/no
- Do you have at least 25% BIPOC representation in your organization's staff? Yes/no
- Is your organization supporting a BIPOC community? Yes/no
- Do you have at least 25% BIPOC representation in your organization's unpaid staff/volunteer base? Yes/no
- We welcome any comments or explanation about BIPOC representation in your organization:
- Your Annual Animal Statistics and benchmark you use for measuring your success (for example, Live Release Rate, Save Rate, etc., and the formula you use to calculate it) should be posted publicly on your website, on the same page. Please share the link to where they are posted.
- Does anyone in your organization use Maddie's® Pet Forum? Yes/no
- Has anyone in your organization taken a course in Maddie's® University? Yes/no
- My organization is an active participant in Shelter Animals Count. Yes/no
 - If no, please explain:
- We believe data collection, reporting and transparency help to inform how to make an impact. Please select where else you're sharing your data:
 - Best Friends Pet Lifesaving Dashboard
 - Shelter Pet Data Alliance
 - State agency
 - Local/regional coalitions
 - Other, please explain
 - If other, or if you're not sharing your data anywhere, please explain:
- How does your organization track your animal data? Please let us know what software program you use.
 - Animal Shelter Manager
 - Chameleon
 - PetPoint
 - Rescugroups.org
 - ShelterBuddy
 - Shelterluv
 - Spreadsheet (Excel, Google docs)
 - Not using software
 - Other please explain
 - If you are using another software program, please explain:
- Has anyone on your team taken [Companions and Animals for Reform and Equity's REDI course?](#)

Submitted By tab:

Please review your information and make any changes if needed. Once you've made your edits, click on "Save & Next" below to continue filling out your application.

- Name:
- Suffix:
- Email:
- Title:

- Phone:

Staff Information tab:

The following contacts need to be included on your application:

- **Head of Organization (required):** this may be your Executive Director, CEO, etc.; the person who will sign the confirmation letter if this grant is awarded. This contact will need to be given portal access to be able to view and/or edit the application.
- **Payment Contact (required):** the person responsible for receiving the check or ACH email notifications if this grant is approved. This person will not need to be given portal access unless they want it. If the grant is approved for \$5,000 or less, a check will be mailed to the Payment Contact's address. If the grant is approved for more than \$5,000, the Payment Contact will receive emails from Bill.com (1) asking for your organization's account information and (2) notification of payment confirmation.
- **Collaborators (optional):** anyone in your organization collaborating on this project with you, aside from the Head of Organization and Payment Contact. This person will need to be granted portal access to be able to view and/or edit the application.

1. Please indicate if you are the Head of Organization and/or the Payment Contact by checking "Yes" or "No" below.

Checking "Yes" will turn the box green with a checkmark in the middle; a "No" answer will make the box red with an X in the middle.

I am the Head of Organization: *Yes/No*

I am the Payment Contact: *Yes/No*

2. Here are the contacts you've added to this application:

If you have not yet added any contacts to this application, the fields will be blank. Once you've added contacts, you will see their names here. If you do not see the contacts you have added, please refresh the page.

Head of Organization:

Payment Contact:

Collaborator(s):

To add contacts to your application, click on the link below and follow the instructions on the new browser tab that opens.

Once you've finished adding all your contacts, you'll need to close that tab and return to this application to continue filling out the grant application. If you finish adding contacts but do not return to complete the grant application, it will be incomplete and will not be reviewed. Applications that remain in "In Progress" status are not submitted and will not be reviewed. Applications that have been submitted will have a status of "Submitted", and you'll receive an automated email from us with that confirmation. If you haven't received this email, or to check on the status of your application, please contact us at

925.310.5450 or grants@maddiesfund.org. We generally experience a very high call/email volume during application cycles, and our response time may be up to 48 hours.

Click here to add contacts to your application.

Once you've added your contacts to this application, click on "Save & Next" below to continue to the next tab.

Submission Agreement tab:

Please read the following information about this application and opportunity:

- **To be eligible for the Open Arms Challenge, your organization must be current on all reporting requirements for previous Maddie's Fund grants.**
- When you submit your registration application, you will immediately receive an automated email from Maddie's Fund confirming your application has been submitted. If you do not receive this email, please contact Maddie's Fund at 925.310.5450 or grants@maddiesfund.org as your application may not have been submitted. Applications that are not submitted and left as "In Progress" will not be reviewed and will be deleted 10 business days after the close of the registration period.
- You'll be notified by Friday, March 29, 2024, if you are accepted into the Open Arms Challenge. If you do not receive an email from us by the end of the day on Friday, March 29, 2024, please contact us right away on Monday, April 1, 2024, at 925.310.5450 or grants@maddiesfund.org. Please note, we generally experience a very high call/email volume during application cycles, and our response time may be up to 48 hours.
- If you are accepted into the Challenge, **to be considered for an award** from this Challenge, your organization must submit a Participation Report to Maddie's Fund at the end of the Challenge period (April 1 – 30, 2024). This report will be due Wednesday, May 15, 2024, by 5:00pm Pacific Time. [A sample of that report can be found on our website.](#)
 - In order to qualify for a grant from Adopt a Pet, organizations must be actively listing pets on Adopt a Pet and send all required attachments (signed W-9 form, contact form, etc.) to Adopt a Pet prior to receiving payment. If you have any questions, please email helpdesk@adoptapet.com.
 - In order to qualify for a grant from [California for All Animals](#), your organization must be a shelter located in California that houses animals in a brick and mortar facility and is open to the public a minimum of fifteen hours per week for adoptions and/or return to home (includes municipal shelters or private shelters with or without municipal contracts). Animal control agencies that provide field services and/or animal control functions are also eligible to apply, even if they do not perform sheltering services. Organizations must submit all required forms (W-9 form, annual intake and euthanasia data for the last five years [2019 – 2023] and subsequent years through 2026 for cats and dogs, and a Shelter Services Agreement) to California for All Animals prior to receiving a payment.
- Additionally, if you are selected as an award winner from this Challenge, there will be a follow-up grantee report, held via Zoom Huddle in September 2024. [Sample questions can be found on our website.](#)

By selecting "Yes", I agree to the above statements. I certify that I have answered all of the questions on every tab of this application (Registration Information, Organization Information, Submitted By and Staff Information). All the information is complete and correct to the best of my knowledge. I am aware that incomplete applications will not be reviewed by Maddie's Fund.

When you check 'Yes', the box will turn green with a checkmark in the middle. A 'No' answer turns the box red with an 'X' in the middle.

Yes/No

If you are ready to submit your registration Open Arms Challenge, please click on the "Save" button below, then the "Review/Submit" button on the top right of your screen.

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SAMPLE