WORLD ANIMAL DAY GRANT

GUIDANCE FOR APPLICANTS

All submissions must be sent by, or via, World Animal Day Ambassadors to Caroline at
caroline@worldanimalday.org.uk

Your submission should consist of an introductory letter accompanied by a document explaining the organisation's project, the need for funds and the amount being sought. In addition, references/recommendations, the latest Annual Financial Accounts and Annual Report of the organisation behind the application should be included. Other documentation can be provided if it adds weight to your application. In some cases, we may request further information about your project.

Applications should provide the following information:

1. Name of the contact person and position within the organisation.

2. Brief background to the organisation, local context, governance structure and legal status of the organisation in the country where the project will be carried out.

3. The current financial position of the organisation: annual income; annual expenditure; organisation's savings or reserves. Does the organisation have a bank account and who are the signatories? We expect you to send a copy of the organisation's most recent Annual Financial Accounts and Annual Report.

4. It's essential that you justify the need for the project and outline its objectives.

5. With regard to the project timeline, please outline when activities need to happen in order to achieve the project objectives.

6. We will favour applications from smaller animal welfare organisations.

7. Any additional information that you feel is relevant to your application should be included. For example: detail the relevant experience of your organisation in relation to the project you are submitting; provide information about any funding you've received in the past from grant-giving organisations; provide information about the relationship you have with local government/council/city hall (are they supportive?); do you have good relations with similar organisations in your country?

8. It's essential that your application states how the success of your project will be measured. For example: listing the expected outcomes of the project as these can be used as evaluation indicators to measure its success; the number of animals you expect to reach and how their lives will be improved after the project.

9. With regard to the project budget, we are more likely to support projects that can be completed within the maximum grant budget of GBP £5,000. However, if you wish to submit a proposal for larger projects, please submit the full project budget and indicate where any additional sources of income will come from.

10. Depending upon the nature of the project for which the grant is required, please include evidence of the presence of a long term funding plan if applicable.

11. Your application must explain how sustainability for the project will be achieved once the Grant has been spent.

12. You must include at least two references/recommendations about the work you have conducted in the past, for example, sponsors of previous projects, animal welfare organisations you've worked with in the past.

Websites:	www.worldanimalday.org.uk		www.naturewatch.org

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