



**The Pets Foundation**  
**Funding Support Criteria – Pets Assisting People**

The Pets Foundation provides funding to charitable organisations whose main activity is one or more of the following:

- the rehoming of UK domestic pets
- the provision of temporary or ongoing assistance to ensure pets can remain with their owners, where rehoming takes place only when it is not possible to reunite the pet with their owner
- changing the lives of adults and children through the provision of pet-based activities and practical assistance (**Pets Assisting People**)

The below criteria relates to the **Pets Assisting People** programme.

**1. All applications**

- 1.1. Applications can only be made by an individual known to the organisation and authorised to make grant applications on the organisation's behalf.
- 1.2. The organisation must have been operating for a minimum of 2 years and can provide financial information for a 12 month period.
- 1.3. The organisation is based within the UK, Isle of Man or Guernsey and carries out its activities within these areas.
- 1.4. Organisations based within England, Wales or Scotland must be a Registered Charity, either with the Charity Commission or the OSCR in Scotland (or Companies House for CICs).
- 1.5. All organisations based in Northern Ireland, the Channel Islands or the Isle of Man must be registered as a charity with the relevant local body.
- 1.6. All organisations (Registered Charity or CIC) must have a board of at least three unrelated trustees or directors.
- 1.7. The Pets Foundation does not fund organisations which operate as petting farms and/or city farms.
- 1.8. The Pets Foundation will not retrospectively award funds towards a project that has already been started or completed.
- 1.9. **12 months** must have lapsed since the organisation last received a grant from the Pets Foundation before an organisation can apply again.
- 1.10. If the organisation has received multi-year funding from The Pets Foundation (also known as The Pets at Home Foundation), it can only make a new application once funds from the original application have been spent. (*Exceptions may be made for organisations who received funds prior to April 2025.*)

- 1.11. The Pets Foundation prioritises the funding of medium and small charitable organisations. We are unlikely to fund any organisation which is, itself, a grant-making organisation. Any large charity or grant-giving charity should contact us before making an application.

There is no minimum value of grant awarded. Depending on the organisation, we provide one-off or up to three years of funding, to a maximum of £80,000 per year. The amount awarded is subject to the size of the organisation.

- 1.12. The Pets Foundation is committed to supporting organisations whereby the awarded funds would be used towards transformational projects

## **2. Organisations which help people through pets**

- 2.1. The majority of animals involved in the organisation's work must be commonly considered as domestic pets (including equines).
- 2.2. We do not fund organisations where the majority of animals are commonly considered as farm animals.
- 2.3. The organisation's **main** charitable activity is one or more of the following:
  - providing trained assistance animals to assist adults and children with disabilities to lead more independent lives
  - providing animal-based learning/therapy for vulnerable adults and children; this must be in the form of regularly held structured animal-assisted-learning/therapy activities run by appropriately qualified individuals and using appropriately assessed animals
- 2.4. If the organisation's main charitable activity is the provision of assistance dogs, it must be a member or candidate member of Assistance Dogs UK.
- 2.5. We will consider multi-year funding applications, up to a three year period. Please note, as of April 2025, we will only support Equine Organisations with one-off grants
- 2.6. Your application must include specific details and the precise amount of funding being sought. We reserve the right to automatically decline an application if this information is not provided
- 2.7. Your organisation must have a safeguarding policy in place.

## **3. What financial information must I provide?**

- 3.1. All organisations must have a bank account set up in the organisation's name.
- 3.2. All organisations must provide a set of their last filed accounts, prepared in accordance with the relevant Charity Commission guidance.
- 3.3. If the organisation's last filed accounts relate to a financial year ending more than 12 months ago, you should also provide draft figures for the following financial year. The Pets Foundation can provide a template for these figures if required.
- 3.4. Organisations applying for more than £25,000 may be asked to provide additional financial information, including financial figures from last year end to a date within two months of application submission, and a current balance sheet.

- 3.5. It is unlikely that an organisation will receive funding where the Pets Foundation Trustees have concerns about the long-term financial stability of an organisation. Any organisation which is in regular debt or regularly ends the financial year with a deficit should contact the Pets Foundation before applying.
- 3.6. It is unlikely that an organisation will receive funding where the organisation has cash and/or investments valued at more than one year's expenditure, including designated reserves but excluding restricted reserves or physical assets. Exceptions may be made if it can be demonstrated that the reserves are being held for a specific purpose with clear, timely plans for expenditure.

#### 4. What will we fund?

- 4.1 The Pets Foundation will not retrospectively award funds towards a project that has already been started or completed.
- 4.2 We will consider applications towards specific projects. This includes, but is not necessarily limited to:
- capital projects
  - vehicles used for the organisation's main charitable activity(ies)
  - equipment used either to care for or train animals
  - expenditure on animal welfare, including food, vet bills and farrier fees
  - salaries of staff directly involved in the training of assistance animals, or directly involved in the provision of animal-based activities which benefit the organisation's clientele
  - the funding of relevant learning and development opportunities for staff and volunteers directly involved in the delivery of the charity's main activities
- 4.3 We will consider multi-year funding applications, up to a three year period, for non-equine organisations only
- 4.4 We will not fund:
- the cost of leasing a vehicle, road tax, insurance or petrol costs
  - loan or interest payments
  - the purchase of land or buildings
  - any costs associated with a charity shop
  - fundraising costs such as marketing materials or a fundraising van
- 4.5 We will only consider funding building renovations or new building work if the building's main use is the delivery of animal-based activities or animal care.
- 4.6 We will only consider applications for funding towards fencing, building renovations or new building work if:
- the property is owned by the charitable organisation, in the organisation's name *or*
  - the property is rented by the organisation, and there are at least 25 years left to run on the lease.
  - If required, planning permission must have been agreed prior to submitting a grant application.
- 4.7 We will not fund building renovations or new building work on land which is owned or leased by an individual.

4.8 Exceptions to 4.8 may be considered if the 'building' is a mobile structure (e.g. field shelter).

## 5. What other evidence must I provide?

5.1. All organisations *must* provide a copy of their safeguarding policy.

5.2. All organisations must confirm that:

- all staff and volunteers who have face-to-face contact with children and young people receive appropriate and regular safeguarding training, and be able to provide evidence of this if requested.
- where relevant, all people working with children have been subject to relevant background checks and that checks are carried out regularly; the organisation must be able to provide evidence of this if requested.

5.3 All organisations making an application under the 'Helping People Through Pets' programme *must* provide contact information for three individuals willing to act as independent referees. These must not be a Trustee, family member, employee of your organisation, or work for Pets at Home (except where Vets4Pets/Companion Care are your main vet). Two of these must be from an organisation that refers clients to your organisation, such as a Local Authority or another charitable organisation. You may wish to use a supporter or existing/past client.

5.4 All applications requesting funding for veterinary bills, animal food or farrier fees must include a sample of related statements or invoices dated within the last 3 months, which demonstrate a selection of treatments and/or costs.

5.5 All applications requesting funding towards the purchase of capital items and/or equipment *must* include at least one quote from a supplier which demonstrates the cost of the item(s). This could be a formal quote, an email, a catalogue or a link to a website. If the item is a vehicle, then two quotes must be provided.

5.6 All applications requesting funding towards building work or refurbishment must include:

- at least two quotes from different suppliers for the bulk of the costs of the project
- confirmation that the land is either owned in the charity's name, or a copy of the lease agreement
- if planning permission is required, then include a copy of the planning permission agreement (or link to the appropriate local authority website)

5.7 For any application requesting funding towards substantial building work or refurbishment, we also *recommend* including:

- architecture plans and drawings
- photographs of the existing facility
- business/strategic plans relating to the project

5.8 If applying for salary costs towards a new role, you *must* include:

- a copy of the job description
- stated costs of the salary (including National Insurance and Pension contributions)

5.9 For all applications we also *recommend* including:

- case studies as examples of people or pets who will be helped by a grant

- ideas on how you will work with The Pets Foundation to promote a grant to your supporters and ours.

5.10 The Pets Foundation may ask to visit your organisation, either in person or virtually via a video call. Any organisation which is unable to accommodate a visit is not eligible for funding.

5.11 Failure to include all of the required evidence will result in an application being automatically declined.

**All of the criteria listed on this document are subject to trustee discretion. Please do not hesitate to get in contact should you have any queries regarding whether your organisation or application falls within our current funding criteria.**