



What we ask from our grant recipients

When you receive a grant from the Pets Foundation, we're excited to celebrate the positive change you're making. Every grant is a little different, so your offer letter will include the details. But in general, we ask all partners to help us with three things:

- **Engagement:** share the good news and help us celebrate your amazing work
- **Evidence:** show us that the funding has been used as agreed
- **Self-evaluation:** Tell us what difference the grant has made — to pets, to people, and to your organisation.

A quick but important reminder:

All Pets Foundation grants are restricted, meaning funds must only be used for the purpose listed in your grant offer letter. Please keep us updated with progress, and let us know quickly if things change.

Engagement: share the good news

We rely on your help to show our supporters the incredible things their donations make possible. Every organisation is different, but we normally ask for:

- A social media post celebrating the donation (don't forget to tag us!)
- Sharing any posts where we've tagged you
- Photos and case studies of the pets or people you've supported
- An article in your newsletter (if you have one)

If your grant supports a building project:

- An invitation for the Pets Foundation team and local Pets at Home colleagues to attend the opening
- Space to proudly display at least one Pets Foundation plaque (we'll provide it!)

If your grant supports a vehicle:

- Two Pets Foundation logos added to the vehicle (design provided)
- We'll add an extra £350 to help cover sign-writing costs

For larger or multi-year grants, we may also ask for:

- Extra social media posts
- Progress updates throughout the year
- Photos or videos showing the project in action
- A quote or input for a press release
- Acknowledgement on your website or impact report

Evidence: Showing Where Funds Have Gone

(See Annex 1 for the full breakdown.)

This helps us make sure funds are used exactly as promised — and helps our donors see the impact they're having.

Self-Evaluation: Sharing the Impact

Small, one-off grants

Around six months after your grant is awarded, we'll send you a short self-evaluation form. We'll ask about:

- **outputs:** what the money was spent on
- **outcomes:** what difference it made
- **blockers:** anything that slowed things down

Example: If your grant helped with vet bills, we may ask how many pets were supported, what treatments were covered, and for a case study or two.

Large, one-off grants

You'll receive a similar form, but we'll also stay in touch throughout the year to hear how things are going.

Once the project is complete (e.g., building work finished and ready for furry residents) we'll send the evaluation form.

We may also ask to visit — we love meeting the pets whose lives we're helping to change!

Multi-year funding (Pets Assisting People & Preventing Pet Relinquishment)

Some projects receive funding for up to three years. We'll release Year One funds straight away, then *pledge* funding for Years Two and Three. To unlock the next year's funds, you'll need to:

- meet the engagement expectations in your offer letter
- show the project is on track through your end-of-year evaluation

This evaluation normally includes:

Outputs

What funding has been spent on (with evidence).

Outcomes

What difference the project has made — including:

- Numbers of pets or people helped
- Measurable improvements
- Feedback from beneficiaries, volunteers and stakeholders
- Case studies

Blockers

Anything that didn't go as planned and what you're doing about it.

Our Trustees use all this information — plus updates you've shared during the year — to decide whether to release the next year of funding.

We may also request a visit in Year One to say hello and see the project in action.

Annex 1: Evidence Required

We'll need proof that the grant was spent in line with your agreement.

Important: All receipts/invoices must relate to costs from *after* the grant award date.

Direct activity costs / core costs

- Provide a financial breakdown, with receipts where possible
- If the expenditure is included within your audited accounts, no receipts are required

Vet bills

- A vet statement showing the grant credit or
- Copies of recent invoices/receipts

Boarding

- A statement showing the grant credit or
- Copies of invoices/receipts

Food/equipment

- Copies of invoices/receipts

Salaries (PAYE)

- Payroll report or
- Redacted sample payslips or
- P32 summary

Salaries (sessional workers)

- Copies of invoices

Vehicles

- Invoices/receipts
- Photos of Pets Foundation sign-writing
- Photos/videos of the vehicle in use

Learning & development

- Copies of invoices/receipts

Building work

- Invoices/receipts (majority of work)
- Photos of completed building (ideally featuring pets)
- A video walk-through