

# How to Get Funding for Pet Deposits, Fees, and Rent

When asking a donor or applying for funding to cover pet deposits, fees, or rent, it's important to have your ducks in a row:

## Understand the needs

- Keep track of how many pet owners contact the shelter about housing challenges
- Using your shelter database, find out how many pets were ultimately surrendered to the shelter in the past year, two years, or three, due to housing issues
- Contact or look up local rental properties to find out the average cost of a pet deposit, pet fee, and monthly pet rent in your area
- Use these numbers to estimate how many pets might need help and with how much in deposits, fees, or rent in the coming year

## Collect impactful stories

Be sure to collect stories from owners who have had to surrender a pet due to housing issues, or who are thinking about doing so. If you wish to use their names and/or photos, be sure to get their permission in writing; otherwise, when sharing their stories with donors and funders, keep owners' identities anonymous.

## Track the impact

Donors and funders are going to want to know that their contributions made an impact - and potential donors and funders are going to want to be inspired - so be sure to keep a spreadsheet or database with data including:

- Number and species of pets helped
- Number of pet owners helped
- Number and dollar amounts of individual pet deposits provided
- Number and dollar amounts of individual pet fees provided
- Number and dollar amounts of individual pet rents provided
- Happy ending stories and photos (with permission)!

## Make it easy

Most often, when pet owners reach out to animal shelters for help, they are in crisis. And people in crisis deserve immediate, barrier-free help. Make sure donors and funders know up front that you will not be putting any kind of prerequisites (spay/neuter, vaccination, proof of low income, etc.) in place for pet owners to qualify for help. Assure them that the mere fact that the pet owner reached out to the shelter means that there is already trust that the shelter will always be a resource for that family.