

The People's Fund

Application Frequently Asked Questions:

1. Why are for-profit applicants excluded?

The People's Fund can support only nonprofit charitable organizations and initiatives due to limitations inherent in Mercy For Animals' 501(c)(3) status.

2. What is an annual budget of less than \$200,000 USD, and what should I include in the budget portion of my application?

To be eligible for this grant, your organization should have less than \$200,000 in expenses. An annual operating budget is created for a single year and is typically updated every year. This budget should provide a comprehensive overview of the organization's expected income and expenses and inform the organization's decision-makers on strategic planning and team compensation. Some nonprofits, collectives, and mutual-aid organizations also receive in-kind support in the form of donated goods or services, which we encourage you to include in your budget if applicable.

3. Who are decision-makers, and how do I know if my organization's decision-making team is 75% BIPOC?

Decision-makers are collectively responsible for setting the strategic direction of the organization or project and ensuring that its resources are used effectively to support community-centered initiatives. For many nonprofit organizations, the board of directors or executive team are the decision-makers. Smaller nonprofits, collectives, or mutual-aid groups may have alternative structures, such as committee or coalition-based decision-making teams. In your application, you define the decision-makers of your organization or project.

To find the percentage who are BIPOC (Black, Indigenous, people of color), count those who self-identify as such or as a member of a racially marginalized group. Divide that number by the total number of decision-makers. Multiply by 100 to get the percentage.

4. What is veganism as a social justice practice?

The grant committee believes that veganism as a social justice practice has many definitions and is open to how you define it.

To us, veganism is more than a diet or lifestyle, and we approach it through a multidimensional lens.

We believe that farmed animal advocacy that acknowledges and seeks to combat intersecting oppressions strengthens our movement and brings us all closer to collective healing. By recognizing our interconnected nature, veganism as a social justice practice builds solidarity across movements, respects and uplifts the inherent value of all human and nonhuman animals, and brings us all in deeper communion with the earth.

5. What is a spending narrative?

A spending narrative is your response to the question, “How will you spend the grant money if you receive it?” For the grant committee to clearly understand your organization’s current capacity, your spending narrative should detail all income received and expected this year, including donated goods or services.

You can submit your response to this question in the format that works best for you, such as bullet points, a narrative report, or an audio recording. If you have a detailed budget that you have used for other grant applications that answers this question, please link it in the “optional” section.

6. Can the grant money be used to pay for indirect costs?

Yes. The People’s Fund grant is unrestricted, meaning the money can be used to pay indirect costs. Indirect costs are expenses that may be shared across multiple projects (e.g., accounting assistance, tech support). The grant should enable a grantee to promote collective action and mutual support by funding salaries, wages, contracts, equipment, and other operating needs, as well as a [reserve](#).

7. How will you decide on grantees? Who will receive one-year grants, and who will be funded for two years?

First, committee members will disclose any actual, potential, or perceived conflicts of interest that may exist during the review process. Then each will

independently review applications through the lens of the committee's shared values—equity, learning, and trust—and using this [rubric](#). Finally, the committee will reconvene to discuss their findings and make funding recommendations using a consensus decision-making process.

Five grantees will be selected for each type of grant: one-year and two-year. Only previous grantees will be considered for the two-year grant.

8. How will Mercy For Animals use my or my organization's name on its website if I am awarded a grant? Will I have a say over how it is used?

Your organization's name will be displayed on the grantee section of The People's Fund website for transparency. Mercy For Animals will not use your name or the organization's name for any other purpose without your consent.

Mercy For Animals seeks to lower funding barriers by sharing grantee organizations with other donors, as well as amplifying the grantees' work through social media. Grantees can opt out of these promotional elements in the award questionnaire, which we will send by email with the award letter in July.

9. Are grantees expected to participate in uncompensated speaking engagements, publish articles or blog posts, or submit recordings for the public as part of their participation in TPF?

No. To the extent possible, The People's Fund seeks above all to create reciprocal, nonextractive relationships with grantees. Accordingly, we will not solicit unpaid labor. Grantees may, however, be provided with opportunities for paid engagements. Willingness to accept such opportunities is not a requirement for funding; nor will acceptance or rejection of them affect a grantee's short- or long-term standing with the grant committee or Mercy For Animals.

10. What further assistance can Mercy For Animals offer me and my organization if I receive a grant?

Mercy For Animals is interested in building partnerships with grantees outside the funding element of The People's Fund. With the grant committee's input, Mercy For Animals will send a questionnaire to grantees that asks which type of in-kind support would be most helpful to them.

In fall 2023, this year's grantees will be invited to attend an optional workshop on strategic planning led by Mercy For Animals' president, Leah Garcés.

In previous years, grantees have received one-on-one support in campaign design and finance management, as well as custom promotional materials and geo-targeted event advertising. Mercy For Animals will continue to expand beyond-the-checklist resources according to grantee interests and needs.