

The People's Fund



The People's Fund — 2023 Grant Application

Download this document to help plan your responses (optional).

Before applying, review the [eligibility requirements](#) to ensure that this is the right fit for you or your organization.

2023 grant details:

- All grants are USD \$20,000 and unrestricted.
- All previous People's Fund grantees will be considered for a two-year grant (\$20,000 for each year).

Application deadline is June 1 at 7 p.m. Eastern time.

All applications must be submitted through this form to be considered.

If you need technical assistance in completing this application, please contact thepeoplesfund@mercyforanimals.org.

Section 1: Eligibility Requirements

- Is the composition of your organization's decision-making team at least 75% BIPOC (Black, Indigenous, and people of color)?
- Does your organization's mission align with Mercy For Animals' mission to end industrial animal agriculture by constructing a just and sustainable food system?
- Is your organization based in a U.S. state or territory, including the District of Columbia, Guam, Puerto Rico, the Virgin Islands, and American Samoa?

- Which of the following best identifies your organization?
Note: A for-profit organization is one whose main goal is to make a profit, according to [Market Business News](#). For-profit organizations are not eligible for a People's Fund grant.
 - a. Not for profit
 - b. Not for profit, with 501(c)(3) status
 - c. Individual-led project
 - d. For profit

 - If awarded a grant, would you be able to provide a progress update within one year? This could include a high-level summary, bullet-point overview, or brief interview with Mercy For Animals staff about how you have used the funds and the impact they have had on your organization.
 - If awarded a grant, may we list your organization as a recipient on the The People's Fund website?
 - Is your annual budget under \$200,000?
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Section 2: Organization Information

- Organization Name
 - **Note:** For individual-led projects not associated with an organization, please list project name.
- Organization Contact Name
- Organization Contact Pronouns (optional)
- Organization Contact Email Address
- Organization Contact Phone Number
- Organization Street Address
- Website (optional)
- Social Media (optional)
- Have you previously received a grant from The People's Fund?
- Other than being a past grantee of The People's Fund, does your organization have any connection to Mercy For Animals, including but not limited to Mercy For Animals employees or directors serving as employees or directors of your organization (or vice versa)? If yes, please list.

Section 3: Program Details

The following questions can be submitted in writing through this form or in pre-recorded video- or voice-memo formats. If you choose to submit your responses through a video or voice recording, please email Erin Kwiatkowski for specific instructions by May 25 at erink@mercyforanimals.org.

- **Note:** If you choose an alternative submission format, please write “submitted through video or voice memo” in each field below to move to the next section of the application.

If you need other accommodations for completing this application, please contact thepeoplesfund@mercyforanimals.org.

1. **Community:** At which level does your organization predominately operate (local, regional, national, global), and who is your primary community?
2. **Decision-makers:** Who are your organization’s decision-makers? How are they determined, and how is the organization investing in them?
3. **Mission:** What is the mission of your organization? How do you or your organization work to end industrial animal agriculture, develop a just and sustainable food system, or promote veganism as a social justice practice?
4. **Goals:** Tell us about your organization’s goals for this year and the plan for achieving these goals. How might the funds help you get there?
5. **Spending Narrative:** One of our top program priorities is the equitable compensation of BIPOC staff, contractors, and interns. The People’s Fund recognizes that the work of grassroots and nonprofit organizing in BIPOC communities has been underfunded due to the inequitable allocation of resources and other injustices. We want to work together to address this inequity and encourage applicants to prioritize their own compensation when outlining their operating budget.

Provide a spending narrative for how your organization would use a People's Fund grant to provide staff with equitable pay and sustain operations. The total should be \$20,000.

Your budget narrative should demonstrate how these funds would be used to support your mission and include estimated expenses, such as the following:

- Compensation for BIPOC leaders and staff (including yourself, potentially) for labor provided to the organization, such as the following:
 - Interns
 - Members of the board of directors and advisory councils
 - Program participants and guest speakers
 - Vendors and contractors
- Staff benefits and resources, such as paid sabbaticals, paid leave, health insurance, childcare, and professional development, that would enable BIPOC organizers to advance the mission of your organization or project
- Supplies, equipment, or technology
- Promotional materials and marketing
- Rental space and utilities

In order for our team to properly understand your organization's current capacity, your spending narrative should provide amounts of all income received or expected this year, including grants and donated funds or supplies.

Example: We are applying for \$20,000 from The People's Fund for capacity-building funds to sustain our film-screening organization this year. Of this amount, \$5,000 will go toward paying our staff of five people stipends of \$1,000 (in addition to the \$500 they have already received). We reside in the state of New York, where the cost of living is above average, so these stipends are intended to support staff at a rate of \$20/hour. An estimated \$1,000 will be used to purchase supplies and equipment, including a new projector and projection screen. We plan to promote our events through Instagram ads and with printed flyers, at a cost of \$100. Our rent and utilities will cost about \$3,000, and we will use the remaining \$900 of the grant to cover vegan drinks and food for our screening events.

This year we received a VegFund grant of \$2,500, and we have a pending \$1,000 seed grant from The Pollination Project. Our GoFundMe campaign raised \$3,000 to get our grassroots organization started.

6. **2023 Program Priorities:** How will this grant support your organization in doing one or both of the following?
 - a. Compensating BIPOC staff, contractors, and interns equitably
 - b. Centering the needs, experiences, and backgrounds of BIPOC communities
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Section 4: Optional

Note: Everything in this section is optional. If you choose not to complete this section, it will not adversely impact your application.

- **Supporting documents:** Please upload or provide up to three links to articles, videos, resources, campaigns, letters of support, or other information about you or your organization's work. You may also share links to videos of yourself giving an overview of past projects, program highlights, etc.

Upload files here. If the file size is too big (over 1GB), email Erin Kwiatkowski at erink@mercyforanimals.org.

- **Anything else?** Is there anything else you'd like us to know about you or your work? For previous grantees, how would the new grant build on your previous work?