



654 Richland Hills Drive, San Antonio, TX 78245

www.petcofoundation.org

August 2, 2017

Valued partner,

On behalf of everyone at the Petco Foundation, we are pleased to provide you with the enclosed grant award of **\$5,000.00**. Your organization may use these funds for any lifesaving animal welfare purpose including the purpose(s) as generally outlined in your Innovation Showdown grant request. Please see your approval email for instructions on how to properly acknowledge the Petco Foundation as well as the link to our press kit and logo.

We're thrilled to have your organization benefit from the generosity of Petco Foundation supporters, and we hope you will use this donation to continue the lifesaving work you do for the animals in your community.

Together, with partners like you, we can create a lifesaving nation, where every pet has the chance to find a loving home. We celebrate your commitment to animals and thank you for all that you do on behalf of pets and the people who love and need them.

Petco Foundation grant follow-up instructions:

In order to apply for future funding from the Petco Foundation, we require that your organization to provide a follow-up report of how funds were used as well as an update of your organization information. Please login to your account on our grant site to complete this report. You may access the login page from www.petcofoundation.org on the **Petco Foundation Partners** page by clicking on the blue "**partner login**" button. After signing in scroll down and click **Edit** in the box.

Sincerely,

Susanne Kogut
Executive Director
Petco Foundation

P.S. The Petco Foundation desires that all funds and efforts be prioritized for lifesaving, and seeks to reduce our environmental footprint. Therefore, we respectfully request that no items are mailed to the Petco Foundation and that any thank you letters be sent by email only to foundationpartners@petco.com. We welcome and appreciate recognition on social media (@petcofoundation), on your website, or in other print and digital communications. We ask that this recognition thank the Petco Foundation, Petco and/or our Petco store partners collectively rather than individual employees of Petco or the Petco Foundation.

The Petco Foundation is a 501(c)(3) nonprofit, tax exempt corporation. Tax I.D. 33-0845930.



Greenville County Animal Care

Helping People Help Animals

Date: August 14, 2017
To: Ruth Parris
From: Shelly Simmons
Re: The Petco Foundation – Innovation Showdown Grant

Amount Requested: \$5,000
Project Duration: 1 year
Grantor: The Petco Foundation

Greenville County Animal Care participated in the Petco Foundation's Innovation Showdown, a competition that gives animal welfare professionals an opportunity to pitch an innovative lifesaving idea to the Foundation for a chance at grant funding for that idea.

In 2016, Greenville County started a very successful community cat diversion/TNR program and in doing so became quickly noticed and admired by animal welfare professionals all across the country for the policies and protocols we established that allowed the program to work effectively.

We were getting so many questions asked of us about the intake process and how we were handling citizen calls, requests and complaints by other agencies, that we eventually put Go-Pro cameras on our customer service representatives and began recording some of our conversations we were having with our citizens and then fielded those videos out to other animal agencies to show their intake staff how a community cat diversion/TNR program could work effectively for them, too.

The videos became very popular and were extremely helpful to animal agencies across the US, and we realized what a great resource we have for cross-training when we showcase those on the front-line who are making real change in the animal welfare industry.

Greenville County Animal Care

Helping People Help Animals

Greenville County Animal Care pitched the idea to the Petco Foundation to work together with No Kill South Carolina network partners to learn which agencies in our State has been successful with a life-saving program or who has implemented a new or improved policy that has changed the landscape of their organization and community for animals.

Greenville County Animal Care would connect with these agencies, provide them with Go-Pro cameras and basic instructions on what to include in a video, and let front-line staff throughout South Carolina animal agencies create a series of educational video blogs (aka “vlogs”) that can be easily shared among animal welfare professionals at a regional or even a national level.

The \$5,000 in funding would be used to invest in the start-up costs associated with this idea. It would pay for Go Pro cameras and vendor costs for the development of a video blog (vlog).