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MAYOR

**DEPARTMENT OF
ANIMAL SERVICES**
221 N. Figueroa Street
6TH Floor, Suite #600
Los Angeles, CA 90012

(888) 452-7381
FAX (213) 482-9511

BRENDA F. BARNETTE
GENERAL MANAGER

TAMMY WATSON
ASSISTANT GENERAL MANAGER
Administration

VACANT
ASSISTANT GENERAL MANAGER
Lifesaving

DR. JEREMY PRUPAS
CHIEF VETERINARIAN

April 14, 2020

The Honorable Eric Garcetti
Mayor, City of Los Angeles
200 N. Spring Street, Room 303
Los Angeles, CA 90012

The Honorable City Council
% City Clerk
Room 395, City Hall
200 N. Spring Street
Los Angeles, CA 90012

Attention: Ms. Heleen Ramirez, Office of the Mayor

RE: ACCEPTANCE OF \$75,000 PETCO FOUNDATION GRANT AWARD

Recommendation for Council Action, subject to the approval of the Mayor:

1. **ACCEPT** a check in the amount of \$75,000 from the PETCO Foundation as a grant award for enrichment items to maintain the mental health of animals in our Animal Services Centers; and
2. **APPROVE** the deposit of these funds into the Animal Welfare Trust Fund – Fund No. 859 and restrict these funds for the designated purpose of providing enrichment items for the animals;
3. **AUTHORIZE** the creation of a new appropriation account within the Animal Welfare Trust Fund – Fund No. 859 entitled, "PETCO Foundation"; and
4. **FORWARD** the acceptance of these grant funds to the Mayor and City Council for approval.

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Visit our website at www.LAAnimalServices.com

SUBJECT: Transmittal to Mayor and Council
ACCEPTANCE OF \$75,000 PETCO FOUNDATION GRANT AWARD

BACKGROUND:

On September 25, 2019, the Department of Animal Services (Department) submitted an application to the PETCO Foundation for a grant in the amount of \$75,000 to purchase enrichment items for the animals in our care. On March 12, 2020, the PETCO Foundation awarded Grant No. G-1909-11062 in the amount of \$75,000 to the Department. The terms and conditions of the grant were agreed upon by the Department and the letter was signed and returned to the PETCO Foundation.

On April 14, 2020, the Board of Animal Services Commissioners authorized the Acceptance of \$75,000 Petco Foundation Grant Award subject to the approval of the City Council and Mayor.

SUMMARY:

In accordance with the grant's terms and conditions, the Department seeks to use the grant funds to purchase enrichment items for the animals in our care. Enrichment items identified for purchase include Kuranda beds, Nylabones, Kongs, brushes, Boomer Balls, treats, broth, essential oils/scents, cat nip, cat toys, scratchers, pheromone products, and clickers. Grant funds will also be used to purchase supplies for making toys/treats such as pupsicles, peanut butter to smear in the kennel, pipe cleaners for cat's toys, and other necessary supplies.

In accordance with the grant conditions, the Department will work with the Petco Foundation, Petco, and any other corporate partner or organization designated by the Petco Foundation to recognize and promote this generous grant. The Department will utilize various facets of outreach such as our email and media lists, press releases, social media posts, and other forms of promotion to recognize and promote the award.

The Department is constantly seeking new and innovative avenues for encouraging animal adoptions in the City of Los Angeles and this grant will help to accomplish this goal while increasing the Department's live save rates. The grant funds will be used to increase lifesaving efforts by providing enrichment items for the animals in the Animal Services Centers to maintain their mental health so that our guests show well to adopters and increase the chances of rehoming every healthy and adoptable animal.

FISCAL IMPACT:

There will be no financial impact to the General fund. This grant will be deposited into the Animal Welfare Trust Fund - Fund No. 859 and be used in accordance with the grant's terms and conditions.

Respectfully submitted,



Brenda F. Barnette
General Manager

Attachment: Board Report - Acceptance of \$75,000 Petco Foundation Grant Award

cc: Soozy Rios Bellenot, City Administrative Officer
Catherine Chico

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Report to the Board of Animal Services Commissioners

MEETING DATE: April 14, 2020

PREPARED BY: Catherine Chico

REPORT DATE: April 9, 2020

TITLE: Senior Management Analyst II

SUBJECT: ACCEPTANCE OF \$75,000 PETCO FOUNDATION GRANT AWARD

BOARD ACTION RECOMMENDED:

1. **ACCEPT** a check in the amount of \$75,000 from the PETCO Foundation as a grant award for enrichment items to maintain the mental health of animals in our Animal Services Centers; and
2. **APPROVE** the deposit of these funds into the Animal Welfare Trust Fund – Fund No. 859 and restrict these funds for the designated purpose of providing enrichment items for the animals;
3. **AUTHORIZE** the creation of a new appropriation account within the Animal Welfare Trust Fund – Fund No. 859 entitled, "PETCO Foundation"; and
4. **FORWARD** the acceptance of these grant funds to the Mayor and City Council for approval.

BACKGROUND:

On September 25, 2019, the Department of Animal Services (Department) submitted an application to the PETCO Foundation for a grant in the amount of \$75,000 to purchase enrichment items for the animals in our care. On March 12, 2020, the PETCO Foundation awarded Grant No. G-1909-11062 in the amount of \$75,000 to the Department. The terms and conditions of the grant were agreed upon by the Department and the letter was signed and returned to the PETCO Foundation.

JUSTIFICATION:

In accordance with the grant's terms and conditions, the Department seeks to use the grant funds to purchase enrichment items for the animals in our care. Enrichment items identified for purchase

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Report to the Board of Animal Services Commissioners
SUBJECT: Acceptance of \$75,000 PETCO Foundation Grant Award

include Kuranda beds, Nyla bones, Kongs, brushes, Boomer Balls, treats, broth, essential oils/scents, cat nip, cat toys, scratchers, pheromone products, and clickers. Grant funds will also be used to purchase supplies for making toys/treats such as pupsicles, peanut butter to smear in the kennel, pipe cleaners for cat's toys, and other necessary supplies.

In accordance with the grant conditions, the Department will work with the Petco Foundation, Petco, and any other corporate partner or organization designated by the Petco Foundation to recognize and promote this generous award. The Department will utilize various facets of outreach such as our email and media lists, press releases, social media posts, and other forms of promotion to recognize and promote the award.

The Department is constantly seeking new and innovative avenues for encouraging animal adoptions in the City of Los Angeles and this grant will help to accomplish this goal while increasing the Department's live save rates. The grant funds will be used to increase lifesaving efforts by providing enrichment items for the animals in the Animal Services Centers to maintain their mental health so that our guests show well to adopters and increase the chances of rehoming every healthy and adoptable animal.

FISCAL IMPACT:

There will be no financial impact to the General Fund. This grant will be deposited into the Animal Welfare Trust Fund – Fund No. 859 and be used in accordance with the grant's terms and conditions.

Approved:

Brenda F. Barnette

Brenda F. Barnette, General Manager

Attachment: Grant Agreement Reference – Grant Number G-1909-11062

BOARD ACTION:

☒	Passed	Disapproved	☐
☐	Passed with noted modifications	Continued	☐
☐	Tabled	New Date	☐

Los Angeles Animal Services

G-1909-11062 - Animal Welfare Organization
Amount Granted: \$75,000.00

Status

Granted

Organization Information

Organization: Los Angeles Animal Services
Primary Contact: Annette Ramirez
Primary Signatory: Brenda Barnette
Fiscal Organization Exists: No

IMPORTANT: THIS IS A TWO-PART APPLICATION

This application requires that your organization has completed a 2018 Annual Partnership Report. This report must be submitted by September 26, 2019 for your grant application to be considered. Information about completing the Annual Partnership Report can be found on the Organization's tab on the main dashboard of this site. You will find the Organization section on the left-hand menu.

Completing your Annual Partnership Report each year makes your organization eligible for all partner benefits including adoption event awards, fast-track disaster relief, and other perks!

Information Verification

Please navigate to the "Organization Info" section of the Fluxx Grants Portal and verify that the following are correct. Please read the descriptions of organization types here:

<https://www.petcofoundation.org/wp-content/uploads/2019/08/AWO-Grant-Application-Instructions-7.31.19.pdf>

Please Select Your Organization Type: Nonprofit or municipal agency that is responsible for animal control sheltering (legally or contractually obligated or to accept stray dogs or cats)

Is your Executive Officer correctly listed? YES

Is your Mailing address correctly listed? YES

Has your organization submitted the 2018 Annual Partnership Report? YES

Request Details

The Petco Foundation uses the information provided in your application and Annual Partnership Report to evaluate your organization's effectiveness and efficiency against your peers. Please provide a suggested grant amount in

the box below. Keep in mind that your grant award, based on our evaluation of your organization, may differ from your suggested amount.

NOTE: Requests may be submitted for any purpose that is expected to result in an increase in your lifesaving results, or other significant positive lifesaving impact for the animals of your community. Investments of \$100,000 or more are considered Lifesaving Impact Awards. Your organization must shelter a minimum of 2,500 animals in order to qualify for an award of this size. These types of grants are very limited and require an additional attachment detailing your lifesaving impact plan. You should not submit a lifesaving impact award request unless your organization has a detailed plan to increase the lifesaving rate in your community. Your plan should provide the history of your organization's efforts to save animals, the current state of animal welfare in your community, the purpose for our investment, and how this investment will increase your future lifesaving efforts, including your specific goals and strategies. Upload your plan in the "attachment" section of this application.

\$-75,000.00

Please describe how this investment will help your organization achieve its lifesaving goals and objectives.

Use of Investment:

Los Angeles Animal Services is seeking to use the investment to purchase enrichment items for the animals in our care. Some of the items we are seeking to purchase are Kuranda beds, Nylabones, Kongs, brushes, Boomer Balls, treats, broth, essential oils/scents, cat nip, cat toys, scratchers, pheromone products, clickers, etc. The funds would also be used to purchase supplies for making toys/treats such as pupsicles or peanut butter to smear in the kennel, and pipe cleaners for cat toys, etc.

Please provide other important information that may be relevant or important to our consideration of your request. Attachments may be added in the Attachments and Certifications section.

Additional Information:

The grant funds would be used to increase lifesaving efforts by providing enrichment items for the animals in the shelter to maintain their mental health. Los Angeles Animal Services currently has 844 dogs and cats that have been with us for more than 30 days. Five dogs have been with us since 2017 and seventy one dogs have been with us since 2018. The enrichment items will help us continue to provide these dogs and cats with the enrichment necessary to maintain their mental health so they show well to adopters and increase their chances at positive outcomes.

Transfer Partnerships

Provide the names of the top 3 organizations that you transferred animals to in the last calendar year (name of organization, city & state) and the approximate number of animals .

Best Friends, Los Angeles, Ca. - 2019 approx: 4,000

Stray Cat Alliance, Los Angeles, Ca. - approx: 250

SNPLA, Los Angeles, Ca. approx. 250

Did your organization transfer in animals from shelters other than your local shelter in the last calendar year? : NO

Partnership & Recognition

Recognition:

Your recognition of the Petco Foundation to your supporters and within your community encourages Petco customers to feel confident in making a donation to the Petco Foundation at the register when they shop. This fundraising in small amounts (averaging around \$2 per transaction) helps support the Foundation's grants program in a way that does not diminish your own fundraising efforts. It's incredible that simply by collecting these small contributions we are able to provide more than \$30 million in investment support each year!

Are you willing to work with the Petco Foundation, Petco, and any other corporate partner or organization designated by the Petco Foundation to recognize and promote this award?

Agree to recognize grant:

Yes

If granted, please describe how you will recognize this award from the Petco Foundation:

Describe recognition:

Los Angeles Animal Services would send out a press release which would be sent to our email list as well as our media email list. The press release would also be sent to the the assignment desk or multiple contacts within these organizations:

ABC, CBS, KTLA, NBC, LA Times, La Opinion, La Mag, Beverly Press, KCRW, Larchmont & Los Feliz Ledger, Daily Breeze, Pasadena Weekly, LA Parent, Culver City News, iHeartmedia, San Fernando Sun, LA Register, Daily News, Univision, LATF USA & KPCC.

In addition to these outlets, we will generate social media posts and share with our 15 Council Districts to implement in their newsletters and social media. We will also send this to EmpowerLA and Channel 35 which are a City run newsletter and TV station.

Describe your relationship with the Petco Foundation and/or Petco stores if applicable.

Relationship:

We are currently adoption partners with one location in the San Pedro where we regularly attend mobile pet adoption events. We also work with Petco on major adoption events and are in negotiations of a Memorandum of Understanding to occupy the cat condos in multiple store locations across the City of Los Angeles.

Documents & attachments

Submission of your request requires the following documents be uploaded in this section. Click the headings below for uploading instructions. Please read the documents required information carefully as failure to upload required documents will result in your application being denied.

▼ Other required documents uploading instructions

To upload:

- Click the plus sign
- Click "add files"
- Select the correct files from your computer
- Use the drop-down menu to add the correct label to each file
- Click "start upload"

Other required documents:

- **IRS Form 990** - All organizations are required to submit their most recent Form 990, excluding schedules. If your organization does not file a Form 990, please attach audited financial statements, if available, or otherwise un-audited financial statements.

Optional documents:

If you are a qualified organization and applying for a **Lifesaving Impact Award**, please upload required document here. If not, other documents commonly associated with requests may include capital campaign materials, sponsorship information, photos or other items. Please limit other documents to those critical to your request.

DOCUMENTS



Kuranda Bed Quote for five shelters.pdf

Other Document

Added by Annette Ramirez at 7:16 PM on September 25, 2019

Certification

- I certify that the leader of the organization (CEO/Executive Director/President or similar title) has reviewed this application and the accompanying Annual Partnership Report that is a part of this application.
- I certify that I am an officer or authorized representative of the organization submitting this application and that all information on this grant application is true and correct in all material respects.
- I agree that any funds granted will be utilized specifically to accomplish lifesaving objectives.
- I agree on behalf of the organization that as a partner of the Petco Foundation any public messaging that includes information about the Petco Foundation shall promote a positive message about helping animals and saving lives.
- I agree on behalf of the organization that its representatives shall not disparage or speak negatively or take any action intended, or which would reasonably be expected, to harm the Petco Foundation or its reputation or which would reasonably be expected to lead to unwanted or unfavorable publicity to the Petco Foundation.
- I certify and agree that any and all information submitted is not considered confidential, will become the property of the Petco Foundation, and that the Petco Foundation may use such information as it deems appropriate in its sole discretion.
- *If you cannot agree to these conditions, you may not submit this grant application.*

Select "yes" to agree: Yes

Are you submitting this application on behalf of a governmental or municipal agency, department or division?

Select "yes" or "no" Yes

I hereby certify that any grant funds awarded will be utilized and become an additive part of the funding on the animal control sheltering department, shall not supplant or diminish government allocated funds, and shall not be appropriated to the general funds of the municipality.

If you cannot agree to this condition, you may not submit this grant application.

Select "yes" to agree: Yes

IMPORTANT: After you save your form for the last time it is not submitted until you click the "Submit" button at the bottom of this page. If you have not clicked the "Submit" button, your form is not submitted!