



# 2022 Breed Promotion Grant Process & Application

## PROCESS

**Thank you for your interest in applying for an AMHA Breed Promotion grant and particularly for your commitment to Morgan horses and equestrian sport.**

**The grant application period for 2022 opens on November 1, 2021.**

**It will close at the end of the day (5:00 PM ET) on January 21, 2022.**

Questions or comments about the grant process or application can be directed to Carrie Mortensen, [carrie@morganhorse.com](mailto:carrie@morganhorse.com).

Upon submission, you will receive an email at the address provided in the application as verification that your entry has been received. If you do not receive such an e-mail, please contact us. One of the paramount factors in the analysis each year of the growing number of applications is need-based and means-tested applications, and value-based applications. Please note these in your application.

All grant recipients must agree to expenditure responsibility disclosures. As part of those requirements, recipients will need to transmit a written summary of the activities that the grant funded within 45 days of expending the funds. That summary must also include a spreadsheet detailing how and to whom the funds were allocated. The expenditure responsibility requirements dictate as well that evidence be provided that the grant allocation was made for its intended purpose. This requirement can be met in the form of photos from an event, testimonials from those assisted, or otherwise.

Please send completed Application and Expenditure Responsibility Requirements to: [carrie@morganhorse.com](mailto:carrie@morganhorse.com)  
**SAVE FORMS TO YOUR COMPUTER BEFORE FILLING OUT. IF YOU DON'T, YOUR CHANGES WILL NOT BE SAVED.**

## QUESTIONS

### ***Is my organization eligible to apply for a grant?***

Grants may be awarded to any AMHA club, organized Morgan group, Morgan barn or AMHA affiliated organization. At least one member of the applying party must be a current AMHA member and all horses involved must be registered Morgans. Checks may not be made payable to an individual.

### ***What types of programs, activities, and initiatives will AMHA consider funding?***

Applicants may request funding for ANY Morgan breed promotion purpose. It is up to the applicant to make a compelling grant request and include information regarding the size of audience or reach of the program, along with what they hope to accomplish with the project/event.

The application must be accompanied by a full proposal of the idea, budget details, and proofs of any advertising collateral or materials that will be used to promote the event and/or program. (e.g., if you are requesting a grant to run an ad in a magazine—a proof of the ad must accompany the grant request; or if you plan to hold an open barn—any fliers or other materials to be used must be submitted with the grant request).

### ***How much funding does AMHA generally give to grant recipients?***

AMHA will award up to a total of \$10,000 each year. AMHA will consider grants of all sizes. AMHA reserves the right to award as many or as few grants as deemed appropriate based upon the grant requests received.

### ***When can I expect to learn if my organization will receive a grant?***

The grant review committee meets to consider grants during the same month as the deadline and expects to announce its decisions in the following month. However, the board always reserves the right to alter the timeline. All applicants, including those not approved for funding, will be notified of the board's decisions.

### ***What does means-tested mean?***

“Means-tested” wording refers to determining need as a principal criterion in awarding grants. The committee also weighs the benefits of the program/event against the proposed budget to ensure the greatest value for the funding allocated.

### ***What types of project costs can AMHA grants cover?***

AMHA will not fund routine operational expenses or capital expenses, but otherwise we do not rule out any other types of expenses. Applicants are asked to detail all costs associated with a certain project as part of the budgets they must submit with their applications. Some organizations request grants to fund projects in their entirety, while others ask for only portions of the costs. If AMHA provides partial funding, payout will not occur until balances of funds are confirmed. (i.e., if the proposal calls for \$4,000 total and AMHA is willing to grant \$1,000 then applicant must be able to obtain the balance of funding before AMHA will pay out the \$1,000).

### ***Does AMHA accept multi-year proposals or should applications be limited to a project in a certain year?***

AMHA will consider all proposals submitted and applicants may submit proposals in subsequent years.

### ***How do we go about writing a compelling grant?***

AMHA suggests you check online resources such as [www.content-professionals.com/How-to-Write-a-Grant-Proposal.php](http://www.content-professionals.com/How-to-Write-a-Grant-Proposal.php) or [www.fundraiserhelp.com/win-grant-funding-with-a-compelling-needs-statement.htm](http://www.fundraiserhelp.com/win-grant-funding-with-a-compelling-needs-statement.htm) or [www.dummies.com/how-to/content/grant-writing-for-dummies-cheat-sheet.html](http://www.dummies.com/how-to/content/grant-writing-for-dummies-cheat-sheet.html)



# 2022 Breed Promotion Grant Application

Write here and/or attach separate documents as necessary. Application due no later than 5 PM ET January 21, 2022.  
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Name of Club/Organization applying for grant: \_\_\_\_\_

501C3 designation and/or EIN # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Primary contact: \_\_\_\_\_

Email address for contact: \_\_\_\_\_ Phone for contact: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Description of the Promotional Program/event: \_\_\_\_\_  
\_\_\_\_\_

Anticipated number of persons reached/Attendees: \_\_\_\_\_

Date of event: \_\_\_\_\_

Detailed Budget for Program/event: \_\_\_\_\_  
\_\_\_\_\_

List all sources of funding for event: \_\_\_\_\_  
\_\_\_\_\_

If AMHA is unable to fully fund the program/event, what other sources will you appeal to for funding: \_\_\_\_\_  
\_\_\_\_\_

Names of persons that will have ultimate responsibility for program/event: \_\_\_\_\_  
\_\_\_\_\_

Provide a list of organizations, committees or other entities that will be directly involved in the program: \_\_\_\_\_  
\_\_\_\_\_

Indicate how you will determine who is entitled to participate, along with any charges that will be incurred by participants: \_\_\_\_\_  
\_\_\_\_\_

## TERM & CONDITIONS

1. AMHA reserves the right to use any collateral or materials provided as part of the application process for promotional purposes.
2. Applicant agreed to acknowledge AMHA's grant funding on any collateral or materials, including the one-time use of the AMHA logo.
3. Applicant assumes all risks and responsibilities surrounding event and releases AMHA and any officers, directors, trustees, agents and employees from any and all liabilities, claims, or demands for damages for personal injury, disability, property damage or other loss of any kind that may sustain as a result of event, whether such loss results from the negligence of such released parties or otherwise (except for claims or liability arising directly from the gross negligence of such parties). Further applicant agrees to indemnify and hold harmless AMHA and the members, officers, directors, agents and employees of any of them from any and all loss, liability, damage or costs that it or they may incur as a result of participation or arising from any of my acts or omissions.
4. All press releases, website or social media news items must be jointly approved by both AMHA and grant recipient.
5. Decisions regarding the award of grant funding are final. Applicants may not appeal the amount awarded or the events selected for grants.

## AMHA BREED PROMOTION GRANT RECIPIENTS' EXPENDITURE RESPONSIBILITY REQUIREMENTS

### 1. PROJECT DATE: \_\_\_\_\_

(date by which requestor expects to expend the grant funding being provided)

### 2. EXPENDITURE RESPONSIBILITY PLEDGE:

Requestor agrees to provide the following information to AMHA within 45 days of all grant funding being distributed.

- Written summary of the activities that the grant funded
- Spreadsheet detailing how and to whom the funds were allocated
- Evidence that the grant allocation was made for its intended purposes.
- This requirement can be met in the form of photos from the event, testimonials from those receiving services or another mechanism approved by AMHA that demonstrates the grant allocations was made for its intended purpose.

Should you have questions about how to best fulfill these requirements, please don't hesitate to contact the grantor at [carrie@morganhorse.com](mailto:carrie@morganhorse.com)

\_\_\_\_\_  
Signature of Recipient

\_\_\_\_\_  
Printed name of Recipient

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

*If signing this form electronically, I acknowledge that my electronic signature shall have the same validity, force, and effect as if I affixed my signature by my own hand.*

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