

Our Approach Makes The Difference

At Kinder Ground we roll up our sleeves and work with the farming community to implement the changes that will create the compassionate world we envision. Kinder Ground projects are funded based on the potential to make a lasting difference and require that everyone has skin in the game. This means that applicants either contribute a portion of the project cost, or commit time and energy needed to bring the project to life. We also evaluate the opportunity to encourage adoption of similar principles elsewhere on the farm and in the community.



How Do I Apply?

Step 1 Develop your idea that needs support.

Step 2 Review this FAQ handout and gather all necessary application information.

Step 3 Fill out the application form and submit all the required documentation by the grant cycle deadline. The estimated time to complete the initial application is 30-40 minutes.

Step 4 Keep an eye on your email or phone. Our project team will reach out with next steps or feedback.



Granting Frequently Asked Questions

What types of projects or activities will Kinder Ground support?

Kinder Ground will support infrastructure upgrades, resources, or equipment needed to adopt practices, and training or education aimed at improving animal welfare. This includes projects focused on the competence of caregivers or increasing understanding about animal welfare. Kinder Ground will support travel and meals included in teaching or training projects, excluding alcohol. Kinder Ground will not fund expenses incurred before the date of the award. Grants for projects coordinated through educational or government institutions will not cover indirect costs.

Who is eligible to apply for a Kinder Ground grant?

Farmers, producers, their trusted advisors, teachers/professors, folks employed in animal agriculture in North America (USA or Canada) who are 16 years or older can apply. Species considered include dairy and beef cattle, poultry, goats (fiber, dairy or meat) and sheep (fiber or meat) in production systems. While there is no specific farm size or number of animals required, hobby farms, sanctuaries, or farmsteads keeping animals for breed preservation or personal use are not eligible for our grants.

Granting Frequently Asked Questions Continued

How much money may I request from a grant?

To stretch our initial seed funding, grants thus far have been no more than \$15,000 USD. Future grant amounts may increase depending on donations received.

Will all applicants receive a response?

Yes, once the application window has closed. All complete grants will be reviewed. We aim to contact applicants within 4 weeks from the grant cycle closing to learn if their project was selected for further consideration. Applicants selected for the final round will be asked to submit a letter of support and a detailed budget of the proposed project. Supporting information must be received within 2 weeks of the invitation to be considered for the final round.

Applicants submitting incomplete applications will be notified. Incomplete applications will not be considered and will not be rolled over to the following grant cycle.

What are the participation or reporting requirements?

Grantees must sign the liability waiver and agree to collect photos and allow Kinder Ground on farm to collect photos and any other documentation required to demonstrate the outcome of the project. Successful applications will propose a means by which they will document or demonstrate that animal welfare and or their understanding of animal welfare has improved. Applications noting specific opportunities to share the learnings, principles, or practices with other farms or stakeholders will be prioritized. Grantees must comply with all food safety, federal, state, and local laws. Failure to fulfil the requirements, including submission of receipts, will forfeit the rights to any funds and Kinder Ground may request the return or dispersal of any equipment or resources supplied.

How are funds distributed?

Projects requesting equipment, materials or other resources will be invoiced to and be paid directly by Kinder Ground. Training, education, and other service-related projects require submission of a W9 (or W-8BEN) and will be reimbursed by Kinder Ground, by check in US dollars, within 60 days of submission of detailed receipts of expenditures.

Do I have to submit my application online? What if I am having trouble completing the application?

We prefer that applicants use our online platform to submit all materials. [KG Grant Application](#) For those with limited technology access or ability to complete the online application for any reason, we encourage you to work with your trusted advisor who can support you and submit the material on your behalf.

We recommend using our form ([KF App Form](#)) to prepare your application. When you are ready, you can copy and paste your answers to each question on the on-line platform.

Who writes and what is needed for the letter of support?

The letter of support must be completed by a trusted advisor (veterinarian of record, extension agent, nutritionist, other partner in compassion). A strong letter will demonstrate a clear understanding of the goals of the project, what role (if any) they will play in the success of the project, and how the project will improve the welfare of animals.