



Subaru Loves Pets®

in partnership with the



Welcome to the 2025 Subaru Loves Pets® Program!

Subaru of America, Inc. and the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) are excited to celebrate the Subaru Loves Pets initiative with you in October!

This comprehensive resource includes everything needed to complete the application process, including a link to the funding application and contact information in case you have additional questions. We look forward to having your organization's participation!

Quick Links

- [Program Overview](#)
- [Eligibility Criteria](#)
- [Important Dates](#)
- [Application Process](#)
- [Frequently Asked Questions](#)
- [Submit Your Application](#)
- [Contact Information](#)



SUBARU



PROGRAM OVERVIEW

- During the Subaru Love Promise enrollment at the start of the year, Subaru retailers select an animal welfare organization to support at a designated funding level. The designated funding level is at the retailer's sole discretion.
- The ASPCA will administer the funds on behalf of the retailers in the form of a grant, upon review and approval of submitted funding applications.
- As a selected animal welfare organization, you are receiving this Application Overview as part of your invitation to submit a funding application.
- All participating organizations are required to collaborate with their Subaru retailer partner during the month of October. This may include marketing & promotion of animals available for adoption in October, an in-person event, supply drives at the Subaru retailer location, etc. Please connect with your Subaru retailer partner to discuss your collaboration plans prior to submitting your funding application.
- Funds will be distributed by the ASPCA prior to October and may be used to cover pre-approved costs incurred by the animal welfare organization throughout the month of October, including one or more of the following:
 - Make-ready costs for October adoptions (e.g., spay/neuter surgeries, microchips, vaccinations, testing)
 - ID tags and collars
 - Fee-waived or discounted adoption fees for cats/dogs adopted in October
 - Veterinary supplies and expenses for spay/neuter, microchipping, and vaccination clinics for the public
 - Staffing costs (max. 50% of funding) to support in-person event with your Subaru retailer partner
- A final report must be submitted to the ASPCA by Friday, November 14, 2025.

ELIGIBILITY CRITERIA

- Returning applicants must be up to date on all Subaru Loves Pets reporting requirements from prior years.
- Reporting requirements for all prior grants received from the ASPCA must be completed.
- Nonprofit applicants must:
 - Have a current IRS tax-exempt status (e.g., 501(c)(3)).
 - Be an incorporated or organized legal entity in good standing with the Secretary of State in the state where the organization is incorporated or organized.
 - Have a Board of Directors with at least three members, with a majority being independent, and neither the Board Chair nor Treasurer may receive compensation from the organization.

IMPORTANT DATES

March 31, 2025	Application Due Date
April 1, 2025 - September 30, 2025	Funding will be distributed on a rolling basis beginning in April. All approved funding will be distributed by September 30, 2025.
August 30, 2025	By the end of August, participating organizations will receive the Subaru Loves Pets Program Guidebook, which includes branding & marketing resources.
October 1, 2025 - October 31, 2025	Subaru Loves Pets collaboration takes place with your Subaru retailer partner.
November 14, 2025	Final Report Due Date

APPLICATION PROCESS

- What is the application process?
 - Once Subaru retailers complete the Subaru Love Promise enrollment, the ASPCA invites the selected animal welfare organization to apply for funding on a rolling basis (beginning in March 2025).
 - As an invited organization, you will submit an application for funding online via the provided link (see below).
 - Before clicking on the funding application link, please review the [Application Questions](#) and be sure to have the following information handy. ***Note: You must complete the application in one sitting. You will not be able to save your progress and return to it later.***
 - Name, title, and contact information for both a primary and alternate contact for this funding opportunity
 - Name and contact information for your Subaru retailer partner
 - Your Federal Tax ID/Employer Identification Number (EIN)
 - Documents Needed:
 - For non-profits: 2023 or 2024 Form 990 (or other applicable tax return) and 2025 Budget
 - For municipal agencies: signed Form W-9
 - Plan for how you will spend the funding. You will be given a list of options (see [Application Questions](#) for details)
 - Brief description of your planned collaboration with your Subaru retailer partner (if you have not yet finalized plans with your Subaru retailer partner, please describe the collaboration you intend to have)
 - The ASPCA will review funding applications on a rolling basis. Funding decisions (including next steps for payment) will be communicated via email to the Primary Contact listed on the application beginning in late March.
- What is the application timeline?
 - **Applications are due by Monday, March 31, 2025.**
 - Funding will be distributed on a rolling basis (as applications are approved) beginning in April and all approved funding will be distributed by September 30, 2025.

FREQUENTLY ASKED QUESTIONS

- How do I submit my application?
 - Please submit your application using this link: [Funding Application for the 2025 Subaru Loves Pets Program in partnership with the ASPCA](#)
- What are the requirements for my Subaru retailer partner?
 - A collaboration is required. This may include marketing & promotion of animals available for adoption in October, an in-person event, supply drives at the Subaru retailer location, etc. Please connect with your Subaru retailer partner to discuss your collaboration plans prior to submitting your funding application.
 - Assistance with marketing & promotion of your animals available for adoption in October.
 - You and your retailer partner are encouraged to brainstorm additional support & visibility opportunities for your organization throughout October.
- What are the requirements for my animal welfare organization?
 - Submit an application for funding through the ASPCA via the link provided.
 - Promote the collaboration with your Subaru retailer partner throughout the month of October, following the program's brand guidelines as outlined in the Subaru Loves Pets Program Guidebook (to be provided by end of August).
 - Submit a final report to the ASPCA by Friday, November 14, 2025. A link to the Final Report will be provided in advance.
- My organization has been selected by more than one Subaru retailer. What do I do?
 - If your organization has been selected by more than one retailer, you will receive individual invitations to apply for funding from each Subaru retailer partner. Your organization will be asked to submit separate applications and complete the requirements for each funding opportunity, including submitting separate final reports.

FREQUENTLY ASKED QUESTIONS (continued)

- What branding resources will be provided?
 - The ASPCA will provide a Subaru Loves Pets Program Guidebook to all participating organizations by the end of August. This will include branding guidelines & logos, a sample media advisory template, social media guidelines & templates, and more.
- What will be required in the final report?
 - The final report will be due to the ASPCA by Friday, November 14, 2025.
 - Requirements for the report will include:
 - Description of your collaboration with your Subaru retailer partner throughout the month of October
 - Impact Numbers:
 - Number of animals adopted in October
 - Submit total adoption number for dogs, cats, and other animals
 - Number of additional animals helped by the Subaru Loves Pets Program
 - This should not include animals that were adopted. This may include but is not limited to: make-ready costs for animals waiting for adoption, animals served at microchipping, vaccination, or spay/neuter events, etc.
 - Submit total number for dogs, cats, and other animals
 - Number of “Underdogs” adopted in October
 - This refers to senior cats and dogs, or those with special needs
 - Number of additional “Underdogs” helped by the Subaru Loves Pets Program
 - This should not include animals that were adopted. This may include but is not limited to: make-ready costs for animals waiting for adoption, animals served at microchipping, vaccination, or spay/neuter events, etc.
 - Financial Report: a breakdown of which eligible costs the funding supported
 - Quote from an attendee or staff member about your collaboration
 - Happy Tail: a positive anecdote (e.g., adoption story) about your collaboration
 - If available, we encourage you to share “Underdog” stories (i.e., the adoption of a senior animal, an animal who has special needs, or one who overcame a challenge and/or has a compelling backstory).
 - A minimum of ten photos and/or videos from your collaboration

SUBMIT YOUR APPLICATION

Please submit your application using this link:
[Funding Application for the 2025 Subaru Loves Pets Program in partnership with the ASPCA](#)

CONTACT INFORMATION

Questions? For Subaru retailer or program-specific inquiries, please contact:
subarulovespets@aspca.org

Kindly allow up to 3 business days for all inquiries to be processed.



SUBARU

