

September 26, 2018

Dean Wichtel

OVC Dean's Office
University of Guelph
50 Stone Road
Guelph, Ontario, N1G 2W1



Dear Dr. Wichtel,

Zoetis is pleased to announce a "call for proposals" for funding from the 2018 Zoetis Investment in Innovation Fund.

Through this fund, Zoetis provides financial assistance to the Canadian veterinary colleges in support of the veterinary profession—and helps foster educational partnerships, which are a tremendous source of pride for us.

In the interest of enriching impactful and innovative opportunities throughout Canada, Zoetis has financed proposals of varying scopes including emerging diseases, antimicrobial resistance, biosecurity, herd health investigations, and diagnostic advancements.

The 2018 Zoetis Investment in Innovation Fund, representing a total of \$60,000 in funding, is available to proposals received from the five Canadian veterinary colleges. Proposals will be evaluated on a competitive basis, with funds awarded based on the following criteria:

- The proposal arises from a member of the faculty of a Canadian veterinary college,
- The proposal positively impacts the Canadian veterinary community,
- One or more undergraduate veterinary students are involved,
- The proposal addresses a topic of interest to Zoetis,
- The project is initiated within the 2019 calendar year and project timelines are clearly outlined in the proposal,
- The proposal outlines how the project's outcome will be disseminated to the veterinary college, the veterinary community, and to Zoetis,
- The budget for an individual proposal should be clearly outlined,
- Each college may submit up to 3 proposals for evaluation.

Proposal submissions should be made in writing to Zoetis to the attention of **Dr. Gordon Strick** by **October 19, 2018**, gordon.j.strick@zoetis.com. Notification of approved funding will be provided by November 30, 2018.

Best regards,

A handwritten signature in black ink, appearing to read 'Gordon Strick', written over a horizontal line.

Gordon Strick, DVM
Senior Manager, Veterinary Operations
Companion Animal Division



Due October 19th, 2018

NAME OF VETERINARY COLLEGE:	
NAME OF PRINCIPAL INVESTIGATOR:	
CO- APPLICANT NAME:	
APPLICATION DETAILS	
TITLE:	
PROPOSED START DATE:	PROPOSED COMPLETION DATE:
AMOUNT REQUESTED:	



Zoetis Investment in Innovation Fund
PROJECT SUMMARY

Part 2

Provide a summary of your proposal on this page (**maximum 400 word count**). Using lay terms that the public can understand, briefly describe the proposed research activity, why it is of interest and the expected outcomes. Use a font size no smaller than Arial 11-point or Times New Roman 12-point, with 2 cm margins.

Provide Summary in this Text Box



Zoetis Investment in Innovation Fund PROJECT DESCRIPTION

Part 3

- **The project description is to be provided as an attachment.**
- Maximum 2 pages including figures. Maximum 1 page for list of references cited (2+1).
- Please use a type font of no less than Arial 11-point or Times New Roman 12-point, with 2 cm margins.
- Indicate the name of the applicant and title of the project in the header.
- Write your proposal in clear, plain language. Not all committee members will have an intimate knowledge of the subject matter of all proposals, so avoid jargon or highly technical writing.
- Try to anticipate (and answer) any questions the assessors could raise.

Include the following sections:

Introduction

- Describe the problem or topic to be researched and include relevant background information.
- Outline the significance or importance of the research to be undertaken.

Research Plan

- Define the hypothesis –objectives and aims – of the problem or topic to be researched.
- The proposal should relate the planned research to other work in the field, making use of references supporting or opposing the hypothesis being tested.
- Describe any potential pitfalls and propose alternate approaches that may be taken.

Methods

- Clearly describe and explain your choice of methods and procedures that will be used (how the research will be done), including number of animals, treatments, time-frame of sample and data collection, the sequence of events, the resources required and personnel, facilities, equipment, materials, etc.
- Essential research instruments, such as a questionnaire, must be appended if they constitute the basis of the proposed research.

Expected Results and Significance

- Describe the expected results of the research.
- Include a statement of the potential significance, future use, relevance or application of the results.

Timelines

- Clearly outline project timelines in the proposal.

Training Environment

- Describe any research training opportunities presented by this project.
- Provide a description of the work to be performed by each trainee (undergraduate student, graduate student, post-doctoral fellow or resident).
- Explain what skills and training will be gained or developed through their involvement in this project.
- Describe the track record and/or ability of the researchers in supervising and mentoring research trainees.



**Zoetis Investment in Innovation Fund
BUDGET**

Part 4

BUDGET SUMMARY		
ITEM	CATEGORY	AMOUNT
1.	PERSONNEL	0
2.	ANIMALS and ANIMAL CARE	0
3.	EQUIPMENT	0
4.	CONSUMABLES	0
5.	LAB SERVICES	0
6.	TRAVEL	0
7.	PUBLICATION COSTS	0
8.	OTHER EXPENSES – please specify:	0
	TOTAL GRANT REQUEST	0



**Zoetis Investment in Innovation Fund
BUDGET**

Part 4

BUDGET JUSTIFICATION (maximum 200 word count)

Personnel:

Animals and Animal care:

Equipment:

Consumables:

Lab Services:

Travel:

Publication Costs:

Other Expense: