

Grant ID: 63

Title of Proposal: The Feral Fix

Agency Type: Non-Profit

Total Funding Requested: \$20,000.00

Check Payable To: For the Love of Cats, Inc.

Application Information

Demographics

Name of Applicant Agency: For the Love of Cats, Inc	Website Address: www.floridacatrescue.com
Person Submitting Proposal: Ruth Tobie	Position: Director/Treasurer
Organization Business Address: 511 Antilles Ct	City: Marco Island
State: FL	Zip: 34145
Phone (xxx-xxx-xxxx): 239-642-8674	Fax: 239-389-1943
Cell: 239-682-4503	Email Address: jan@floridacatrescue.com

Agency Details

Dates of Last Fiscal Year: Begin: 01/01/08 **End:** 12/31/08

Organization Income in Last Fiscal Year: \$225,946.00

Organization Expenses in Last Fiscal Year: \$201,410.00

Number of Paid Employees: Full Time: 0 Part Time: 0

Number of Active Volunteers: 55

Total Volunteer Hours per Week: 266.00

How did you learn of the 2009 Florida Animal Friend grant competition? From another shelter.

Year(s) of previous Florida Animal Friend grants (if applicable): NA

Describe your agency:

Services Provided

- Unlimited Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other

Organization Structure:

- City, county, or tribal agency
- Private nonprofit agency
- Other

List your current board of directors:

Name	Title	Phone	Occupation	Email
Bobbie Confer	Director	239-398-0249	Real Estate Agent	homes@conferonmarco.com
James Rich	Vice President	239-642-8674	Retired	catman1048@gmail.com
Janet Rich	President	239-642-8674	Retired	jan@floridacatrescue.com
Linda Levine	Director/Shelter Manager	239-389-0990	Retired	lmslevine@hotmail.com
Michelle Micheline	Director	239-394-5724	Freelance Writer	meow@gingerblue.com
Ruth Tobie	Director/Treasurer	239-394-9490	Bookkeeper	rmtobie@embarqmail.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

298 cats and 0 dogs were admitted.

234 cats and 0 dogs were adopted.

17 cats and 0 dogs were euthanized.

281 cats and 0 dogs were sterilized.

Briefly describe your animal programs:

For the Love of Cats is a non-profit, 501(c)3 approved no-kill cat shelter located in Marco Island, Florida. The mission of For the Love of Cats is to end cruelty by saving the lives of abandoned cats and kittens in the community through programs, education and community involvement. The strategic focus areas of For the Love of Cats are as follows: a. Trap-Neuter-Return (TNR) is key to reducing the stray and feral cat population in a community. In a humane fashion, feral cats are trapped, spayed or neutered, have their ears notched and are then returned to their natural habitats where they are fed and monitored daily. b. The Spay and Neuter program for all rescued cats and kittens is standard for all animals that come through the shelter. However, of equal importance is providing assistance to those in the community who want to sterilize their cats but cannot afford it. Therefore in conjunction with other shelters and local veterinarians, a low cost spay and neuter program is available for those who need it. c. Adopt rescued domestic cats and kittens to forever homes. All cats and kittens that come to the shelter are inspected for injury and disease and treated appropriately. When they reach the prerequisite weight, they are sterilized and vaccinated according to standard veterinary guidelines. As a no-kill shelter all animals are adopted no matter how long it takes. d. Education and community involvement is a daily priority. For the Love of Cats works with community leaders, condominium associations and the general public providing information on the care and protection of the feral cat population. There is a close working relationship with other local shelters, Domestic Animal Services of Collier County, Florida and The Humane Society of Naples to ensure that as many cats and kittens are saved from euthanasia as possible.

If your program performs adoptions, are all animals sterilized before adoption?

Yes

If not all, what percentage of animals are not currently sterilized before adoption?

If not all, how are animals selected for sterilization before adoption?

If not all, describe your sterilization policies and procedures for assuring sterilization after adoption:

Give additional background information on your organization's programs as they relate to this application and the qualifications of the personnel who will be in charge of this program. Show that you have the ability to carry out this program.

For The Love of Cats was established in 2002 by a husband and wife team, Jim and Jan Rich. Bringing years of experience as founders of a successful international wholesale company, Jim and Jan, lifelong animal lovers, recognized an urgent need to rescue stray cats and kittens from the streets and certain death. For the Love of Cats is the 'no-kill' cat shelter serving Marco Island and surrounding communities in Southwest Florida. Jim and Jan will be running this 'Feral Fix' program as an integrated part of the day-to-day operations of the shelter. Their knowledge of running a business including managing profit and loss, leading a workforce (in this case a volunteer force), fundraising, and marketing along with general business management skills such as attention to detail, supply management, and project management is why the shelter has been so successful. They have controlled growth and managed spending for six years so that the future of the shelter remains secure. They will manage this project with the same discipline and attention to detail that they have used over the years to run the shelter. Further evidence of their passion for cats

and their commitment to the community was solidified on February 7, 2009 when Jim and Jan Rich were presented with the prestigious Walter Turken Award for animal welfare by the Humane Society Naples. The Turken Award is the highest distinction of service to pets awarded by the Humane Society Naples. Since its inception, For the Love of Cats has focused not only on those animals that can be adopted but also on reducing cat over population by trapping, neutering and then returning (TNR) over 300 feral cats to their natural habitat where they are monitored and fed daily by volunteers. As the years have gone by, the number of litters born in the wild on Marco Island has significantly decreased and this can be directly attributed to the hard work and dedication of all of the volunteers working in the field under the direction of Jim and Jan Rich. The TNR program has been extremely successful because of the support from the community, business leaders and local veterinarians who support this cause. For the Love of Cats has become a major positive force in the community and a champion for the cats and kittens and this reputation has extended outside of Marco Island to include all of Collier County. The shelter conducts adoptions out of the PetSmart in Naples and is actively involved with Domestic Animal Services and the Humane Society of Naples. Through interactions with these two agencies, other local shelters and the public, For the Love of Cats is receiving more and more requests to help with the feral cat population in Collier County. While the shelter helps as many situations as it can afford, there is a tremendous latent demand that must be addressed. Based on the experiences on Marco Island, it is clear that a solid TNR program does make a difference. This grant will be utilized to fund incremental sterilizations for feral cats/kittens that are free-roaming in all of Collier County. For the Love of Cats has a network of trappers either in place already or identified as available that is ready to increase their activity to trap additional ferals so they can be sterilized and then returned to their natural habitat. Expanding on the successful program utilized over the years, For the Love of Cats can easily increase the intake of ferals in a matter of days if this grant is awarded. The veterinary clinic that works with us is committed to our success and supports us with their services. Additional clinics have agreed to support The Feral Fix so that we have a broad coverage area making it convenient for the trappers and for those good Samaritans in the community who want to help but cannot afford the costs involved. So, under the leadership of Jim and Jan and with all of the volunteer trappers operating at full capacity in the County, this program will directly impact the over population problem by reducing the number of pregnancies in the feral cat colonies.

If you currently have a program for sterilization of cats and/or dogs, describe your current level of funding and productivity and why additional resources are needed?

For the Love of Cats has kept its budget flat for 2009 meaning that it has funding for approximately 300 sterilizations for both adoptable animals and ferals at an average cost of \$55 each (The Feral Fix program cost will be less). So, unless donations and/or fundraising exceed the plan, there is simply not enough funding to accommodate all of the feral cats that need to be neutered. In addition, the shelter is being taxed by the decay of the economy and the effect that it is having on felines. Many families are being forced to leave their homes because of financial difficulties and are leaving their cats behind to fend for themselves. This influx of animals that are adoptable also chips away at funding and limits the amount of additional resources that can be allocated to the feral over population problem. When these animals are left behind, many have not been neutered and are getting pregnant thus making a big problem for the community even worse. Therefore, in order to maintain existing levels of productivity with no increase in revenue, additional funds are necessary to increase capacity for feral sterilizations beyond the borders of Marco Island and into the rest of Collier County. A chart that details the productivity at For the Love of Cats has been uploaded under the 'other' category.

Target Population

Geographical target area (name of city, county, etc.):	Collier County, Florida
Total human population in target area:	311926
Percent of residents living below poverty in target area:	9.9
Estimated number of pet cats in target area (human population divided by 3.3):	94524
Estimated number of pet dogs in target area (human population divided by 4.0):	77982
Estimated number of feral cats in target area (human population divided by 6.0):	51988
Number of cats admitted to animal control shelters in the target area last year (if known)	3279
Number of dogs admitted to animal control shelters in the target area last year (if known)	3575
Number of cats euthanized in animal control shelters in the target area last year (if known)	2586
Number of dogs euthanized in animal control shelters in the target area last year (if known)	1489

Please explain if you believe your target area animal population is significantly different than above.

The target area is not significantly different.

Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:

Cat overpopulation is not a new issue but one that has been around for many years. Unfortunately there has not been enough money available to intervene as aggressively as animal advocates in the area would like nor is there any one particular agency in charge of addressing the problem and fixing it. Therefore, the population has continued to grow year over year before any significant action took place. It has been left to the community and local shelters to pick up the ball and coordinate TNR programs. These programs have been effective and hundreds of animals have been sterilized but the overall population numbers are daunting and are nowhere near under control. If things weren't bad enough the economy has made a big problem even bigger in the last two years and the effects will be felt for years to come. There has been an increase in abandoned animals due to loss of job and/or home in Collier County. People are leaving their homes and leaving their cats behind to fend for themselves. The majority of these cats are unspayed females who quickly find themselves pregnant introducing more homeless kittens into the environment. Even with the plethora of information available about the benefits of sterilization, many owners simply cannot afford the costs in Collier County: spay/neuter costs range from \$300-\$700 for a female cat and vaccinations can run \$100 or more per visit at local veterinarians. Middle and low-income families unfortunately opt to do nothing in the absence of low-income solutions. All this being said there is hope because of organizations like Florida Animal Friend that provide shelters access to funds for TNR programs. All funds received for these TNR programs are extremely helpful and prevent hundreds of pregnancies and the exponential growth in homeless animals. TNR programs do work and with the help of the community and volunteers, cats that are captured, sterilized and released can lead long lives in their natural habitats.

What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs?

In Collier County there is a big void in this area with very few spay/neuter services available for owned or feral animals. There is now traction for a spay/neuter clinic but it will be at least a year if not longer before it is a viable alternative for the community. In the meantime there are several grassroots organizations that are doing all they can to make a dent in the feral cat population: 1) Volunteer Services for Animals (VSA) has a program that offers assistance to the general public called 'Fix Your Pet' that is the only effort in Collier County which focuses both on owned and feral cats (feral cat must be cared for by the individual utilizing the voucher). However, the community problem, especially with regard to feral cats versus owned cats, far outweighs the funding resources. VSA, probably the primary source for feral cat sterilization vouchers in Collier County, funded 280 feral surgeries in 2008. The VSA 'Fix Your Pet' program is a cost-share program meaning that someone has to pay \$30 for the surgery. For many of the trappers, other organizations and individuals this can be cost prohibitive over time and therefore discourages additional trapping. 2) Friends of Gummi provides low cost spay and neuter certificates for dogs and cats. However, the cost (ranging from \$50-\$85) is prohibitive for many in the community. Friends of Gummi sponsored 680 feral spay/neuter procedures in 2008 via these certificates and donations. 3) Other small shelters in the area like For the Love of Cats do all they can to assist the community with sterilizations as funding allows. In addition, these agencies sterilize all animals prior to adoption to control unwanted litters of kittens. 4) Individuals in the community that, at their own expense, trap and neuter strays on an as needed basis. These efforts are pale in comparison to the problem in Collier County and are barely scratching the surface to control the over population problems. Utilizing the feral-cat population formula provided in this grant application, Collier County has an estimated feral cat population of almost 52,000, of which about 27,000 are reproductive females. Even with utilization of the higher mortality rate for feral kittens, the net offspring from those reproductive females will be approximately 970,000 within five years without intervention. There are interventions in Collier County by private organizations but the exponential increase in feral cats dwarfs the effort due to funding. Each of the afore-mentioned individuals and organizations have capacity to expand their efforts with existing personnel all of whom are volunteers.

Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant:

- Pets in low-income families
- Especially difficult or unique animal overpopulation sources
- Pit bull dogs
- Feral cats

Special spay/neuter event

Other

Objectives

What do you hope to accomplish with these funds (objectives should be specific and quantifiable)?

These funds will be used to sterilize approximately 444 felines in Collier County. The number could vary slightly if the split between male and female animals is not 50/50.

How does this program increase the number of sterilization surgeries above the existing baseline?

The only thing stopping the volunteers in the field from trapping more animals is funding. All of them want to do more but cannot afford to do it on their own. There are also many concerned citizens in Collier County that will also help if they do not have to pay for it themselves which is what is occurring today. For these reasons, there is 100% certainty that this grant will increase sterilizations by 444 animals because the demand is there. This program provides funding for existing trappers in Collier County to resume trapping at their maximum levels in support of 'The Feral Fix' program. This program is simple for the trappers to utilize because all they have to do is get a voucher, trap the animal, go to the veterinarian and return the animal. There is no complicated paperwork or additional work for the trapper. The easier the program is for the trapper, the more they will do for the animals which will not only benefit the animals but also the community.

Methods

What criteria will you use to determine eligibility for the program?

The cat or kitten must be free-roaming in Collier County.

How will you advertise the program? Explain how the advertising will reach the target audience.

Existing trappers are already in the field and are ready to ramp up when the grant is awarded. There is enough latent demand in the County such that there is no need for an extensive advertising campaign. Because For the Love of Cats is at PetSmart every weekend for adoptions, there is always a steady stream of citizens that ask for assistance with ferals in their neighborhoods which will be accommodated as long as funding exists. There are several other shelters in the area that will be notified so that their trappers can also participate in the program. Veterinarians that are participating in the program will be given flyers to distribute to their clients as appropriate. There will also be information posted on our website in the FAQ section on feral cat management. Finally, a press release will be sent to the local newspapers announcing the grant award and who to contact for information.

How will you address barriers to full use of the program such as transportation, illiteracy, and cultural hurdles?

Given the high demand for additional funding for the trappers, For the Love of Cats expects the program will be a huge success with few, if any, barriers. All of the existing trappers have transportation available for taking the feral animals to the veterinarian and then back to their home location. If a citizen is willing to trap but does not have transportation, For the Love of Cats will work with them to ensure that another volunteer is available to provide transportation for the animal. If the citizen is willing to trap but does not have a trap, For the Love of Cats will loan one to them for a nominal deposit that will be returned to them once the trap is returned. In the event that there is a need for Spanish speaking support, there are volunteers in place that can provide interpretation and translation services. Finally, if a citizen does not feel comfortable trapping, For the Love of Cats will send one of its volunteers to the location to do the trapping. For the Love of Cats is well known in the County for being an advocate for the animals and is a trusted partner with many local agencies and veterinarians. This program will be a team effort and everyone will work together to overcome any barriers quickly for the benefit of the animals.

Does this project involve the transportation of animals by someone other than the client? If so, describe the vehicles, methods for confinement, personnel training, liability releases used to assure the safety of the animals and handlers.

No.

Veterinary Services

Objectives

What arrangements have you made with veterinarians to perform the surgeries?

Harborside Animal Clinic in Naples, Florida has been providing spay and neuter services for ferals for the last several years and they have agreed to be the lead clinic for 'The Feral Fix'. In addition to Harborside, 14 other clinics/practices in the area have also agreed to participate in the program. All of the clinics on the list have been very supportive of the shelters in Collier County.

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Affordable Pet Care	3875 Tamiami Trail East	Naples	FL	34112	239-774-3555	<input type="checkbox"/>
All Creatures Animal Hospital	11212 Tamiami Trail N.	Naples	FL	34110	239-593-1232	<input type="checkbox"/>
Animallife Vet Center	2171 Pine Ridge Road	Naples	FL	34110	239-513-1777	<input type="checkbox"/>
Bayridge Vet Center	7700 Trail Blvd.	Naples	FL	34108	239-596-1221	<input type="checkbox"/>
Big Cypress Animal Hospital	11363 Tamiami Trail East	Naples	FL	34113	239-774-2233	<input type="checkbox"/>
Brown Vet Clinic	5573 Golden Gate Pkwy	Naples	FL	34116	239-455-8166	<input type="checkbox"/>
Cat Care Clinic	4735 Santa Barbara Blvd.	Naples	FL	34104	239-643-4090	<input type="checkbox"/>
Crossroad Vet Clinic	5987 Pine Ridge Road	Naples	FL	34119	239-455-3335	<input type="checkbox"/>
East Side Animal Clinic	4493 Tamiami Trail East	Naples	FL	34112	239-774-6400	<input type="checkbox"/>
Harborside Animal Clinic	3184 Davis Blvd.	Naples	FL	34104	239-774-3701	<input checked="" type="checkbox"/>
Medicat Feline Hospital	2171 Pine Ridge Road	Naples	FL	34110	239-595-7771	<input type="checkbox"/>
Mission Hills Vet Center	7550 Mission Hills Dr.	Naples	FL	34119	239-435-1222	<input type="checkbox"/>
Mobile Pet Vet	PO Box 1464	Naples	FL	34106	239-777-7387	<input type="checkbox"/>
Pinegate Veterinary Center	4075 Pine Ridge Road	Naples	FL	34119	239-352-3369	<input type="checkbox"/>
Town and Country Vet Hospital	1828 Santa Barbara Blvd.	Naples	FL	34116	239-353-5060	<input type="checkbox"/>

Fee Range

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) and not for other items such as vaccines, testing, licensing, and capital purchases.

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$30.00"/>	<input type="text" value="\$30.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$60.00"/>	<input type="text" value="\$60.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
Range for Female Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked:

Required Yes, Fee to client No

	Required, Optional, or Not Offered			Fee to Client?	
Examination	<input type="radio"/> Required	<input checked="" type="radio"/> Optional	<input type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes
Rabbies Vaccination if Due	<input checked="" type="radio"/> Required	<input type="radio"/> Optional	<input type="radio"/> Not Available	<input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="text" value="\$12.00"/>
Other Vaccination if Due	<input type="radio"/> Required	<input type="radio"/> Optional	<input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes
Pain Medication	<input type="radio"/> Required	<input type="radio"/> Optional	<input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required	<input checked="" type="radio"/> Optional	<input type="radio"/> Not Available	<input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="text" value="\$20.00"/>
Testing	<input type="radio"/> Required	<input checked="" type="radio"/> Optional	<input type="radio"/> Not Available	<input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="text" value="\$40.00"/>
Licensing	<input type="radio"/> Required	<input type="radio"/> Optional	<input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes
Ear tipping	<input checked="" type="radio"/> Required	<input type="radio"/> Optional	<input type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes
Other	<input type="radio"/> Required	<input type="radio"/> Optional	<input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes

If necessary, please explain the procedures and fees described above:

For the Love of Cat's agreement with the veterinary clinics is that spays, neuters and ear tipping will be provided but the required rabies shot will be the client's responsibility. The proposed program for this grant will only pay for the spay/neuter and ear tipping.

Is this a voucher program? If so, how will you assure compliance with the program?

Yes, this is a voucher program. The fee to the veterinarian will be paid only after completion of the surgery. Compliance is assured by the requirement that the veterinarian clinic must submit the original voucher, signed and dated by the clinic, with an invoice. No copies of a voucher will be accepted.

Other Information

Provide any additional information that will help the grant selection committee understand how the program will operate to achieve its goals.

The Feral Fix will be closely managed and monitored by For the Love of Cats. In addition, For the Love of Cats will collaborate with two other agencies in Collier County previously mentioned as leaders in providing the community with assistance to combat the feral cat problem: Volunteer Services for Animals and Friends of Gummi. By working together and utilizing all of the volunteer trappers in each organization, more territory will be covered in a much quicker timeframe. Upon award, the necessary program elements will be developed and launched: 1) The voucher will be created. It will be a numbered document that will be tracked from assignment to the trapper/agency through invoice payment. 2) A log will be created to track the vouchers. The log will contain the voucher number, the trapper/agency name and address, a description of the cat and sex, the name of the vet that performed the surgery, the invoice number, the invoice amount and payment date. 3) The website, adoption packets and newsletters will be updated with information about the grant and the Florida Animal Friend Spay and Neuter License plate. 4) The press release will be sent to the local newspapers to advertise the award and will provide more details about how to seek assistance for feral cats in their communities. Once the program voucher is ready, notifications about the program along with the procedures for utilizing the funds will be made to Volunteer Services for Animals, Friends of Gummi, trappers, veterinarians, other shelters, volunteers, Collier County Domestic Animal Services, and The Naples Humane Society. The Feral Fix can be launched very quickly because all of the controls are already in place at For the Love of Cats. Once the voucher and logs are ready, the program can be launched. All vouchers will be tracked and eventually attached to an invoice from a participating veterinarian. Payments will be made regularly and a running balance will be maintained so that the project remains on budget. All of this information will be reported back to Florida Animal Friend as required in the grant.

Budget

Total number of sterilization surgeries projected:

Cats: 444 **Dogs:** 0

Total budget requested (Budget should not exceed \$25,000): \$20,000.00

Average cost/surgery projected: \$45.00

Describe any expenses that are not included in the grant and how they will be paid for:

All expenses for The Feral Fix will be paid by the grant.

Timeline

All projects must be completed within 12 months of receipt of funding. Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project. Requests for time extensions must be made in writing at least 30 days prior to the end of the project. Funding for accepted projects will be available after August 1, 2009.

Projected start date: 09/01/09/ **Projected end date:** 07/31/10

Future Funding

Explain how the organization plans to fund this program in the future. Having plans beyond "seeking funds from other funders" enhances the chances of receiving this grant.

For the Love of Cats has on-going fundraising activities including silent auctions, wine tastings, garage sales, donation boxes, car washes and booths at local fairs and markets that are critical to funding all the programs for the shelter. These activities will continue and funds will be allocated as has been done in the past for feral sterilization.

Promotion of Florida Animal Friend Spay/Neuter License Plate

Applicants selected for funding are expected to publicize their grant in support of their spay/neuter program via press releases, newsletters, website links, etc. In addition, they are expected to promote the sales of license plates so that additional spay/neuter grants can be funded. Please describe your plan to promote the Florida Animal Friend Spay/Neuter License Plate.

For the Love of Cats has had a link to the Florida Animal Friend Spay/Neuter License Plate on the homepage of its website for many months and that will remain. As stated previously, a press release will be sent to the local newspapers announcing the award with contact information for the program. The voucher itself will make reference to this grant and promote the purchase of the plate. Any newsletters that For the Love of Cats distributes will remind our supporters about the availability of the license plate. Finally, there will be a flyer in the adoption packets that will give information to new owners about the license plate.