

Grant ID: 245

Title of Proposal: Combee/Saddle Creek Project
Agency Type: Non-Profit
Total Funding Requested: \$20,000.00
Check Payable To: Feral Fanciers, Inc.

Application Information

Demographics

Name of Applicant Agency: Feral Fanciers, Inc.	Website Address: www.feralfanciers.org
Person Submitting Proposal: Dina Raymond	Position: President
Organization Business Address: P.O. Box 92330	City: Lakeland
State: Florida	Zip: 33804
Phone (xxx-xxx-xxxx): 863-800-0464	Fax:
Cell:	Email Address: dina@feralfanciers.org

Agency Details

Dates of Last Fiscal Year: Begin: 01/01/10 **End:** 12/31/10

Organization Income in Last Fiscal Year: \$39,711.00

Organization Expenses in Last Fiscal Year: \$34,065.00

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

Number of Active Volunteers: 25

Total Volunteer Hours per Week: 250.00

How did you learn of the 2009 Florida Animal Friend grant competition? Applied for by previous officers of the organization.

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

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
Bonnie Lingard	Director	863-899-3688	Chemist	flchemist@yahoo.com
Ellen Ryan	Director	863-602-6901	Retired	nccbro@gmail.com
Randa Richter	Director	863-651-4250	Manager, Volunteers SPCA	randa.dakotagirl@gmail.com
Tamara Brunnock	Chairperson	863-808-4364	IT Technical Specialist	tamara@feralfanciers.org
Yolie Rodriguez	Director	863-398-8236	Polk County Health Dept.	gungha569@msn.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

0 cats and 0 dogs were admitted.

195 cats and 0 dogs were adopted.

21 cats and 0 dogs were euthanized.

1168 cats and 0 dogs were sterilized.

Briefly describe your animal programs:

The mission of Feral Fanciers is to work for the welfare and healthcare of feral and free roaming cats including but not limited to sterilization, daily feedings, receiving necessary vaccinations, care during sickness, support of caregivers, and adoption, if possible. It is also to educate the public of the plight of feral and free roaming cats. Feral Fanciers spends approximately 75% of its annual income on Trap, Neuter, Return (TNR) of feral and/or free-roaming cats. We maintain a database of these cats and all are ear-tipped to show they have been spayed/neutered and have had a rabies vaccination. Feral Fanciers is a Member of Alley Cat Allies Feral Friends Network and The Best Friends Network Charities, working in partnership with local veterinarians, and other local non-profits like Planned Pethood and the SPCA, Inc. of Lakeland. Feral Fanciers started 4 years ago with some dedicated and concerned individuals making a grass roots effort to humanely deal with the feral cat population in Lakeland, Florida. There was no other organization in the area addressing this particular need. In 2008, Feral Fanciers became a 501(c)(3) corporation that operates solely on the efforts on dedicated volunteers and has no paid staff. We now help other feral cat caregivers trap and sterilize their cats as funds allow. Feral Fanciers has spayed and neutered over 2,500 feral and free roaming cats through its TNR and Trap Neuter Adopt programs in Polk County, Florida. Feral Fanciers operates a foster / adoption program for socialized feral kittens and friendly free roaming cats, as many friendly cats and kittens were found within the feral groups. In 2010 alone, Feral Fanciers had 1,168 cats or kittens taken in under its care either in its TNR program or its Trap Neuter Adopt program. We believe that this has had a direct impact on the number of animals euthanized in Polk County, Florida. In addition to the 75% of its annual income that Feral Fanciers spends on TNR of feral and/or free-roaming cats, another 2% of income is spent on food for TNR colonies, and 20% on fostering and adoption of friendly free-roaming cats or socialized feral kittens. We maintain a database of the cats that we handle (Juicy Orange) that can be exported to Excel, allowing us respond to Animal Control when an ear-tipped cat is picked up and locate its caregiver. We can also sort the data by zip code and/or location and provide statistical numbers to donors.

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

No

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

95%

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

If animals are in our care in our foster program and become old enough and heavy enough, we have them spayed and neutered. If they are adopted and too young, we allow the adoption but arrange for the spay/neuter at a later date and take that cat when it is time. 100% are ultimately spayed or neutered.

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

We offer low cost spay or neuter through the agencies we work with and arrange for the cat to be picked up and taken. This is done unless the owner wishes to have their own vet do it, in which such case we follow up with phone calls to the owner to ensure it happens.

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 ou this program.

Feral Fanciers operates Trap, Neuter, Return (TNR) programs all over Polk County Florida. We operate as the feral cat operations for the SPCA, Inc. in Lakeland, Florida. As such, we are currently implementing a grant from PetSmart Charities to the SPCA, as the SPCA's feral cat operation, in the Kathleen section of Polk County. We have numerous colonies under our care, and also support public requests for TNR assistance, where we also recruit colony caretakers. We have TNR'd over 2,500 cats since inception. We also run a Trap Neuter Adopt program with several foster homes. Cats that are trapped and that are friendly or can be socialized are put into foster care and ultimately adopted out. We currently have space at a Petco in Lakeland every weekend to conduct our adoptions. We already have several experienced trappers working in the area targeted. We have 27 colonies or individual free-roamers in the targeted area that we have done and are under our care or the care of another caregiver, for a total of 83 cats.

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?

Aside from any specifically funded programs, like our assistance in helping the SPCA implement their grant for the Kathleen area, we are currently (historically) able to fund 17% of the total spay/neuters we do. Many, if not most ferals and free-roaming cats will not be paid for by the public. Although, we try to educate and encourage residents to sponsor and caretake the community cats, we are often not successful, particularly in the wake of the recent economic crisis. There is no other organized group doing this kind of work in Polk County that we know of. In 2007, the Polk County Sheriff's Office (PCSO) took over animal control/animal services from Polk County. According to an article by a local newspaper at the time "The number of domestic animals put to death each year in Polk County roughly equals the human population of Winter Haven." (The Lakeland Ledger, Gary White, 4/2/06). Their operating cost at that time was \$2.4 million. During that year 25,331 dogs/cats were impounded and 18,662 were put to death. Polk County spent \$2.8 million dollars in 2008 and 18,874 animals were euthanized as a means of population control. A request for current records specific to cats revealed that in 2009 12,832 stray cats were impounded. The total number of cats euthanized, which includes stays and owner surrendered, at the PCSO Animal Control in 2009 was 14,335. In 2010, 12,361 stray cats were impounded. The total number of cats euthanized, which includes stays and owner surrendered, at the PCSO Animal Control in 2010 was 13,611. There was a more dramatic reduction in cat in take from 2008 to 2009 of about 10%. We believe that we have had a direct impact on that number. The decrease from 2009 to 2010 is less dramatic (3.7%) due to, we believe, the economic conditions which resulted in higher pet abandonment rates and less financial resources for us to grow and expand our trapping efforts. We have trappers ready and willing to trap but not enough cash flow to fund the unreimbursed spay/neuters in the volume of TNR we are capable of doing. We have applied for other grants but are uncertain if we will be receiving any. We operate on private donation and have recently gone through a restructuring that has allowed us to be a Valued Partner on the Guidestar Exchange and a Network Charity on Best Friends. This has attracted more significant donors. We believe we have some momentum to grow but will need some grant money to make the impact we need to in Polk County.

Target Population

Geographical target area (name of city, county, etc.):	Combee Settlement/Saddle Creek area of Lakeland, Polk County FL.
Total human population in target area:	7000
Percent of residents living below poverty in target area:	12.4
Estimated number of pet cats in target area (human population divided by 3.3):	2122
Estimated number of pet dogs in target area (human population divided by 4.0):	1750
Estimated number of feral cats in target area (human population divided by 6.0):	1167
Number of cats admitted to animal control shelters in the target area last year (if known)	12,361 (just stray)
Number of dogs admitted to animal control shelters in the target area last year (if known)	unknown
Number of cats euthanized in animal control shelters in the target area last year (if known)	13,611 (all)
Number of dogs euthanized in animal control shelters in the target area last year (if known)	unknown

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

This target area is only a portion of zip code 33801, where census tracts 117.04, 117.21, 117.22, and 116.02 intersect. It is about a 2 square mile radius, specifically targeted for an area called "Combee Settlement", Saddle Creek Park and an area called "Sky View" (Royal Drive) where is it a primarily low income and transient population and where we have already been working. The area is generally bounded by N. Combee Road and State Road 33 to the West, Saddle Creek Road to the North, and Winter Lake Road to

the South. There is no good road reference for the East, but we do not intend to go out of the 33801 zip code to the East. Our trappers are very familiar with this area and it has several apartment complexes and mobile home parks. Additionally, Saddle Creek Park has become a "dumping ground" for unwanted pets. New strays seem to show up every week where we are trapping. We have tried to estimate the population of this target area based on it being only a portion of that zip code (we estimate less than 1/4).

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

As the geographic center of Florida, it is estimated that more than 7.5 million people reside within a 100 mile radius of Polk County. This is one of the largest concentrations of population in the southeast. Polk County is larger than the state of Rhode Island and equal in size to Delaware. The total area of the county is approximately 2,010 square miles which makes it the fourth largest county in Florida, exceeded only by Dade, Palm Beach, and Collier counties. Polk County's economy has been historically based on three primary industries: phosphate mining, agriculture and tourism, none of which we consider to be "cat friendly". The housing meltdown and the serious recession that was facing the nation recently dealt a serious blow to an already struggling local economy. This area of Lakeland is a low income area with primarily transient housing. There is also a large park which is a favorite "dumping" area for unwanted pets. The biggest obstacle we have is money for spay/neuters. Although we can trap and identify caretakers and citizens who are willing trap, very few are willing to pay for spay/neuters. We already have some resident support and familiarity with the area, with several trappers already working there. Our trappers have also confirmed the low income nature of the area. We believe there is a higher rate of pet abandonment in this area and a lack of financial resources to have pets spayed and neutered based on our experience in the area and the number of calls we receive from this area. There are no low cost spay/neuter vets in the immediate area. Also there is a large park, Saddle Creek Park, where abandoned cats from outside this area are also being dumped. Many Central Florida residents have the belief that cats can survive on their own if they are put in the woods where there is prey.

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?

There are no low cost spay/neuter clinics in this area for feral or free-roaming cats. The SPCA is the closest but they are currently not offering low cost spay/neuters for feral cats (they are \$48) and even they are a long distance to drive from these neighborhoods (approximately 1/2 hour drive). There are no other groups assisting with feral and free-roaming TNR in Lakeland.

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)?

We would like to be able to have a higher impact in this area by trap/neuter/returning at least 625 cats in the target area. Of particular concerns are rapidly expanding colonies in Saddle Creek Park and the Sky View housing area. Since there are no potential sponsors in Saddle Creek Park, we would have to fund 100% of that TNR program. It is also unlikely that we will be able to get co-pays from much of this area since it is primarily low income and transient.

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

We are the only organization operating a TNR program in this area. The amount of income we expect will not allow us to expand the TNR in this area, since most of it will not be sponsored. Currently only 17% of our spay/neuter budget is unreimbursed.

Methods

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

Since Feral Fanciers' mission is to work for the welfare and healthcare of feral and free roaming cats including but not limited to sterilization, daily feedings, receiving necessary vaccinations, care during sickness, support of caregivers, and adoption, if possible, we would only work with non-owned, non-pet cats trying to survive on their own. Our trappers are all very experienced in identifying owned versus non-owned cats. In some cases it is obvious where colonies have formed behind businesses, in apartment complexes, or in parks. Most of our current volunteers trapping have been with us since inception. New trappers are assigned a mentor to teach them our TNR protocols. Our trappers will work with the residents in the target area in the same manner as we do in other areas. When we receive a call, a trapper speaks to the resident to determine in an initial interview whether they think this is potentially a feral or a pet. If they determine it is possibly a feral, they will go to the location to try to observe the environment and cat. Even "friendly" free-roamers will show some traits of shyness from trying to survive on their own. We do not assist if it is determined that the cat is a pet, as this is not in our mission. Once the trapper determines that it is a feral or free-roamer, they discuss trap loaning to the resident or trap themselves. Our trappers ask for spay/neuter reimbursement, but it is often not possible in this area to get residents to pay. We have already identified two major problem areas in the target area and may not have any residents involved in the TNR of a colony. Post surgical care will be given by us using our current protocol of neuters being observed 1 overnight, while spays stay 2 nights for observation. The trappers that would work on this Project are not the same trappers we have working on the Kathleen Project. (We believe we have the capacity to trap double the number of cats we are doing right now, which would be about 2,000, given the financial resources to pay the spay/neuters.) We have had success with both kinds of traps, although we find the box traps more successful in trapping mothers with kittens, or litters of kittens. If we trap kittens young enough, we will put them in our foster care program to socialize them and adopt them out. We had 195 adoptions last year. We have had some success with this. They will be spayed/neutered prior to adoption.

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

We would approach this project in the same manner as we are approaching the Kathleen Free Roaming Feral Cat TNR Project, a project funded by a grant that was awarded to the SPCA. Feral Fanciers is the feral cat operation partner of the SPCA in Lakeland. We identify community centers in the target area and met with them. For example, in the Kathleen Free Roaming Feral Cat TNR Project, we started with feed stores, churches, and convenience stores in the target area. We will leave posters and pamphlets for people to see and take. We also set up a special email address and phone number for the project. In this way we can also track the number of inquiries. Once we have identified a potential group in the community, we will also arrange an educational session at a local common gathering place, like a church. We will also advertise it on our website. We were able to bring in 12 cats for S/N on our first day of trapping for the Kathleen Project using only one trapper.

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

We have been operating in this area already and have not yet had any of these barriers. In many cases, the residents there are not involved, or if they are, approach us. All of our trappers provide their own transportation for the spay/neuters.

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.

Most of our current volunteers trapping have been with us since inception. New trappers are assigned a mentor to teach them our TNR protocols. Trappers do provide their own transportation to the clinics, usually taking several ferals at one time. We do not currently have liability releases for our trappers but can institute one immediately through Feral Fanciers' President. The President of Feral Fanciers, Dina Raymond, will supervise the overall Project. Dina has been an attorney licensed in Massachusetts for twenty-two years, specializing in corporate law. After beginning her career as counsel in large law firms in Boston and New York, she has held additional positions with fortune 50, 100, and 500 companies such as Motorola, American Power Conversion, and Disney. Dina is currently a Business Affairs Manager for Disney Sports Attractions/ESPN Wide World of Sports.

Veterinary Services

Objectives

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

Since we are not currently getting a low cost spay/neuter price from the SPCA in Lakeland, we have been using other clinics for low cost spay/neuter. Our primary partner in this is Planned Pethood. When making trips to Planned Pethood, we organize to have up to 25 cats at a time. They have agreed to collaborate with us on this project. We also have Privileged Critters Animal Hospital, Inc. Privileged Critters gives us a lower rate on neuters than it does on spays and we are currently trying to negotiate a low rate for both.

They have also agreed to collaborate with us on this project.

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Planned Pethood	5053 Gall Blvd.	Zephyrhills	Florida	33542	813-779-7000	<input checked="" type="checkbox"/>
Privileged Critters Animal Hospital, Inc.	1004 W. Main St.	Lakeland	Florida	33815	863-521-1360	<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	\$0.00	\$32.00	\$32.00
Range for Female Cats	\$0.00	\$32.00	\$32.00
Range for Male Dogs	\$0.00	\$0.00	\$0.00
Range for Female Dogs	\$0.00	\$0.00	\$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 \$8.00
Other Vaccination if Due	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input 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 checked="" type="radio"/> No <input type="radio"/> Yes
Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Licensing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input 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:

We have averaged the potential fees from both vets we will use to arrive at the \$32.00 on average for all. Right now \$32.00 is what Privileged Critters is charging for males only (they are charging \$40.00 for females). Planned Pethood charges \$25.00 on all, however, given their distance from the target area and volume, we may not always be able to use them 100% of the time. We always have rabies vaccinations given, as we have an agreement with the County that we will vaccinate any cat coming through us for rabies and indicate that, and the spay/neuter, through an ear-tip. We will fund the rabies vaccination through ourselves or attempt to get reimbursement for it (although many of the cats we would be trapping are free- roaming and unclaimed).

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

This is not a voucher program. Feral Fanciers does not deal with owned pets.

Other Information

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

We measure our impact through the cat intake numbers of the Polk County Sheriff's Office Animal Control and the SPCA, Inc. of Lakeland. There are two aspects to this. First, the percentage decrease overall. As previously reported, a request for current records specific to cats revealed that in 2009 12,832 stray cats were impounded. The total number of cats euthanized, which includes stays and owner surrendered, at the PCSO Animal Control in 2009 was 14,335. In 2010, 12,361 stray cats were impounded. The total

number of cats euthanized, which includes stays and owner surrendered, at the PCSO Animal Control in 2010 was 13,611. There was a more dramatic reduction in cat in take from 2008 to 2009 of about 10%. We believe that we have had a direct impact on that number. The decrease from 2009 to 2010 is less dramatic (3.7%) due to, we believe, the economic conditions which resulted in higher pet abandonment rates and less financial resources for us to grow and expand our trapping efforts. We also measure our success by our ability to have the PCSO Animal Control call us when they pick-up an ear tipped cat. We have an informal agreement with them to allow us to pick up ferals and return them to their colonies. We track all ferals and colonies coming through us through a simple database that is web based with a company called Juicy Orange. The database is easily downloadable into excel spreadsheets. We can usually identify the caretaker and colony based on where the feral was picked up. By using excel we can also sort data and create statistics by whatever criteria we choose to track. We would have specific criteria in the database for this project. We will also track the number of inquiries through our communication plan by having vanity email address contact info (ex. CombeeSaddleCreekCats@feralfanciers.org) and specific phone number. As previously stated, our biggest obstacle is funding. Given the funding we do not feel there is any reason not to reach our goal.

Budget

Total number of sterilization surgeries projected:

Cats: 625 **Dogs:** 0

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

Average cost/surgery projected: \$32.00

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

We require a rabies vaccination which costs either \$10.00 or \$7.00 depending on which clinic we use. We would fund that through donation income or reimbursement. We believe in the low income areas we are targeting, if there is an identified caretaker, it will be much easier to get reimbursement for just the rabies shot than to expect the low income caretaker to pay for the spay/neuter. We also need additional traps which we are including in our 2011 budget. We also may be able to borrow traps from the SPCA as they were able to purchase several traps for their grant project (Kathleen Project) that we are implementing. Our trappers pay their own gas expenses.

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: 09/01/11/ **Projected end date:** 09/01/12

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.

We hope to have raised awareness enough through the Project to be able to fund the maintenance of existing colonies (spay/neuter of newcomers) and new colonies through charitable contributions of the residents in Lakeland and spay/neuter reimbursements from the residents in the target area. We will be working with the SPCA to raise the visibility of their Feral Cat Fund as it is currently not promoted. They have agreed to start promoting it as a donation option. With the raising of awareness in the community and the advertisement of the ability to donate to the SPCA's Feral Cat Fund (some donors prefer to donate to more established organizations) we should, by the time this project runs out, be able to provide the residents in the target area with lower cost spay/neuters. We feel if the residents can see the positive impact and we can get the spay/neuter cost to be affordable for this area, we will have greater success in the future. We feel the area has suffered from a serious lack of awareness/education on this issue and a serious lack of available low cost spay/neuter. Additionally we have been able to qualify for low cost software (Tech Soup) allowing us to create materials at a low cost that we can easily distribute to continue the education that is needed in the area. There is so little attention to feral cats in Polk County that people do not know what they are, nor do they know we exist (and we are the only organization in Polk County doing this). By getting the education out there we believe we will attract Lakeland area resident supporters of the program as a community project (aiding the less economically advantaged parts of Lakeland).

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.

We will include the Florida Animal Friend Spay/Neuter License Plate on our website on our home page and support page.

Additionally, we will include it in our monthly newsletters that go out via email distribution and on the website. We also will create specific flyers for the Project crediting the Florida Animal Friend Spay/Neuter License Plate for making it possible (similar to the flyer we created for the SPCA's Kathleen Project, that we did all of the marketing design for, in which we give prominent credit to PetSmart Charities, a proof of which will be uploaded.)