

Grant ID: 259

Title of Proposal: Fort Pierce Spay/Neuter Program
Agency Type: Municipal
Total Funding Requested: \$25,000.00
Check Payable To: City of Fort Pierce

Application Information

Demographics

Name of Applicant Agency: City of Fort Pierce Police Department	Website Address: www.fppd.org
Person Submitting Proposal: Dorett Williams	Position: Program and Grants Coordinator
Organization Business Address: 920 South US Highway 1	City: Fort Pierce
State: FL	Zip: 34954
Phone (xxx-xxx-xxxx): 772-461-3820	Fax: 772-467-1872
Cell:	Email Address: dwilliams@fppd.org

Agency Details

Dates of Last Fiscal Year: Begin: 10/01/09 **End:** 09/30/10

Organization Income in Last Fiscal Year: \$0.00

Organization Expenses in Last Fiscal Year: \$11,492,667.00

Number of Paid Employees: Full Time: 137 Part Time: 0

Number of Active Volunteers: 86

Total Volunteer Hours per Week: 80.00

How did you learn of the 2009 Florida Animal Friend grant competition? Website

Year(s) of previous Florida Animal Friend grants (if applicable): 0

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
Edward Becht	City Commissioner	772-460-2200	Attorney-At-Law	commeddiebecht@bechtlaw.com
Reginald Sessions	City Commissioner	772-460-2200	Attorney-At-Law	Commishsec2008@aol.com
Robert Benton	Mayor	772-460-2200	Businessman	robertbenton@city-ftpierce.com
Rufus Alexander	City Commissioner	772-460-2200	Businessman	ralexander@city-ftpierce.com
Thomas Perona	City Commissioner	772-460-2200	Retiree	tomperona@gmail.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

997 **cats** and 900 **dogs** were admitted.

403 **cats** and 540 **dogs** were adopted.

517 cats and 197 dogs were euthanized.

77 cats and 163 dogs were sterilized.

Briefly describe your animal programs:

Our program provides low cost/no cost spay/neutering services; free transportation; complete examination; required vaccinations and medication; eartipping and microchipping. There is also an educational outreach aspect that educates the public on the benefits of sterilization and proper animal care.

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 ou this program.

The City of Fort Pierce's Animal Control Unit is staffed by three (3) animal control officers and is supervised by the Manager, Code Compliance. Together they possess a combined thirty-two (32) years in animal control and code compliance. Our lead partner in this program, The Humane Society of St. Lucie County is a nationally accredited organization that is dedicated to providing compassionate care and safe shelter for homeless animals. The organization houses a state of the art surgery center consisting of a prep room, operating room and recovery room. They have contracted with two local veterinarians who provide all veterinarian services under the Happy Hounds program.

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?

In July of 2009, the City of Fort Pierce enacted a differential registration ordinance that requires dogs and cats residing in the city limits to be registered annually. Rabies vaccination is required before registration can occur. Sterilized animals are registered at a cost of \$10 per year while non-sterilized animals are registered at a cost of \$75 annually. Any monies not used in the administration of the registration program are used to fund sterilization vouchers issued at our Fort Pierce City Hall as well as our Police Main Station and Substations. The United for Animals organization provided the City of Fort Pierce with an initial grant of \$4000 in order to fund a sterilization voucher program. Three local veterinary clinics; Tri County Animal Hospital, The Animal Clinic of Fort Pierce, and The Humane Society of Saint Lucie County agreed to accept sterilization vouchers to provide basic sterilization services for \$70 per dog and \$50 per cat. Two different types of vouchers are available; "No Cost" and "Reduced Cost" in the following amounts: No Cost Dogs=\$70 Cats=\$50 (Documentation of poverty status required from pet owners) Reduced Cost Dogs=\$45 Cats=\$25 (Requires \$25 co-pay from pet owners) In both cases, the pet owner is responsible for transporting the animal to the veterinarian of their choosing and paying for the cost of any other optional services above and beyond the basic sterilization. Initially, the public took advantage of the City's sterilization voucher program in order to register their animals for \$10 each year with a majority of "No Cost" vouchers being issued; however, by September 2009, issuance of vouchers slowed to a trickle. It was determined that many more pet owners that fell below the poverty level did not take advantage of the program because they simply did not have or could

not afford transportation to get a voucher or to transport their animals to a participating veterinarian. These unsterilized animals are many times found in poor health and are a major source of unplanned litters. In order to turn the tide of proliferating stray dogs and cats, the Happy Hounds program was created to reach out to poverty stricken pet owners in order to begin a grass roots reproduction prevention program. The Humane Society and United for Animals partnered with the City of Fort Pierce to provide the following services at an extremely low cost: sterilization, veterinarian examination, heartworm test, rabies vaccination, and microchip identification for \$30 per animal. A "Happy Hounds" voucher was created and is issued only by the Animal Control Officers. A written agreement has been signed by the City of Fort Pierce Police Department and the Humane Society of Saint Lucie County setting the cost of the sterilization service included in the Happy Hounds Voucher at \$20, allowing proper tracking of any grant funding applied towards Happy Hounds Vouchers. Each month, animals are identified to be in need of services. Animal control officers and United for Animals volunteers ensure the pet owners meet poverty guidelines established by the Federal Government. On one day each month, a Happy Hounds voucher is issued to the pet owners, 17 to 20 animals are transported to the Humane Society where the services are performed. The animals are returned to the owners who then purchase an annual pet registration. The City of Fort Pierce obtained a large cargo van from the Suzan Parry Foundation for the transportation of animals with reconnaissance and educational patrols to educate and identify pets/owners in need of services conducted by Animal Control Officers and United for Animals volunteers. This has been the key to the success of the Happy Hounds Sterilization/Wellness Program and is what sets that program apart from the original No Cost/Reduced Cost Sterilization Voucher Program. When the No Cost/Reduced Cost Sterilization Voucher Program began in July 2009 the van was not in place and the costs of maintaining and operating the van were unforeseen. Pet owners were responsible for: obtaining a No Cost/Reduced Cost Voucher, choosing one of the participating clinics, scheduling the animal at the clinic, and transporting the animal for the procedure. The structure of this program allowed the pet owner to choose at which clinic the service was performed, but greatly limited its effectiveness because it did not reach out to impoverished pets owners who could not afford transportation. The addition of Happy Hounds Voucher Program has greatly increased the demand for services by impoverished pet owners. The success and efficiency of the program is based on two critical factors: 1) The greatly reduced cost of services and reservation of the operating room for an entire day is exclusively offered by the Humane Society Clinic. 2) Cost effective scheduling and transportation of animals. The Happy Hounds transport and sterilizations are scheduled for the last Wednesday of each month and could easily expand to two days a month, servicing 35-40 animals. We have updated several enforcement procedures and forms in the department, and has formatted a database (see attachment) to coincide with the newly enacted Animal Control Ordinance that are expected to increase demand for sterilizations services: 1) A database for the collection of intelligence concerning unsterilized animals, unregistered animals, unregistered breeders, and neglected animals (also attached) coupled with- 2) The use of Written Warnings and new Animal Control Citations. 3) The implementation of the Annual Differential Animal Registration Program. It is much more cost effective for a pet owner to sterilize an animal and pay a \$10 fee for annual registration than it is for them to leave their animal unaltered and pay \$75 annually for registration. 4) The new Animal Registration Database allows monthly cross matching of Rabies vaccination records provided by veterinarians with registrations sold to identify those pet owners who have not registered their animals. Those pet owners will then be issued written warnings leading to an increased need for sterilization services. Grant funding is required to: 1) Expand the Happy Hounds Sterilization/Wellness/Transportation Program to two days per month. 2) Allow restructuring of the original No Cost/Reduced Cost Sterilization Voucher Program to include non regular scheduling/transportation of animals to the participating clinics other than the Humane Society clinic. 3) Cover the cost of the expected increased demand for sterilization services as a result of increased enforcement activity and continued neighborhood canvassing/education. 4) Allow us to use our Animal Registration Funds for sterilization of the more costly heartworm positive dogs that do not qualify for services under the Happy Hounds program. The usual cost for such dogs runs \$70-\$100.

Target Population

Geographical target area (name of city, county, etc.):	Fort Pierce, St. Lucie County
Total human population in target area:	42,596
Percent of residents living below poverty in target area:	30.91
Estimated number of pet cats in target area (human population divided by 3.3):	12908
Estimated number of pet dogs in target area (human population divided by 4.0):	10649
Estimated number of feral cats in target area (human population divided by 6.0):	7100
Number of cats admitted to animal control shelters in the target area last year (if known)	997
Number of dogs admitted to animal control shelters in the target area last year (if known)	900
Number of cats euthanized in animal control shelters in the target area last year (if known)	594

Number of dogs euthanized in animal control shelters in the target area last year (if known)	360
<p>Please explain if you believe your target area animal population is significantly different than above.</p>	
<p>Our target area animal population is significantly higher when we take into consideration those animals that reproduce uncontrollably in the wild.</p>	
<p>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</p>	
<p>The most substantial source of dog and cat overpopulation in our target area is the impoverished state of the area. Currently, 30.91% of individuals living in the area are living below the national poverty level. With the current state of the economy with its high unemployment, individuals are unable to provide basic necessities for themselves and their pets thus leaving the pets to stray for food and in most instances they reproduce which results in uncontrolled growth in the animal population. We are also faced with cultural norms that disallow dogs indoors. This give rise to the issue of outdoor chaining/tethering leaving unspayed females vulnerable to roaming males, as well as the backyard breeding of pitbulls for illicit activities.</p>	
<p>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?</p>	
<p>Currently, other sterilization resources are the normal and sometimes discounted services offered by veterinary clinics for pet owners who walk in the door and request and pay for those services. This method has proven insufficient to motivate the large proportion of low income families in the community for the following reasons: 1) This methodology fails because these facilities, unlike the Animal Control Officers of the City of Fort Pierce and associated volunteers, do not come into contact with needy pet owners in the neighborhoods where they live. They do not actively go out into the community to identify and make contact with pet owners in need. 2) The clinics do not provide transportation. 3) Clinics are business based and therefore seek to sustain themselves and make a profit. They are not responsible to the tax-paying public who pays to provide animal control services, the cost of which is directly proportionate to the number of stray animals in the community. 4) Prior to the ratification of the new Animal Control Ordinance and commensurate Annual Differential Registration Program, there was no legal or financial motivation for an impoverished, uneducated or irresponsible pet owner to take their animal to a veterinarian and pay for a sterilization out of pocket. Since the new Animal Control Ordinance went into effect in July 2009 and the implementation of the Animal Registration Database and Monthly Intelligence Database, Animal Control Officers now have information to follow-up on un-registered animals and begin education and initial enforcement, with the least costly option for the pet owner being to take advantage of a voucher program to receive a free or reduced cost sterilization and low cost registration.</p>	
<p>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:</p>	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Pets in low-income families <input checked="" type="checkbox"/> Especially difficult or unique animal overpopulation sources <input checked="" type="checkbox"/> Pit bull dogs <input type="checkbox"/> Feral cats <input checked="" type="checkbox"/> Special spay/neuter event <input checked="" type="checkbox"/> Other Educational outreach. 	

Objectives

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

Since we commence the program we have partnered with the Humane Society of St. Lucie County to utilized their services for spay/neutering one day per month. This current schedule is completely filled and after careful analysis of the demands for service, we see where we could easily increase our services by adding another full day if funding is available. Our program is quite proactive as it provides outreach to the target neighborhoods instead of solely relying on pet owners to bring their animals to the veterinarian. With this type of outreach and being able to offer low or no cost services the program has become a feasible way for animals to be sterilized and also provides owners with an alternative choice to expensive annual registration of unaltered animals and to the legal/economic penalties of harboring an unregistered animal within city limits. The educational component of our program will also be enhanced as with more canvassing of the neighborhood and the more sterilizations being conducted our promotional activities will increase, the more pet owners and residents will become aware of spay/neuter program.

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

We are currently booking a maximum of 240 surgeries per year at the Humane Society of St. Lucie County and approximately 30 at Tri County Animal Hospital, giving us a baseline figure of 270 surgeries per annum. The Humane Society has employed an additional veterinarian and has agreed to provide us with an additional surgery day. With the additional personnel resources, an additional day and grant funding our baseline will be increased to approximately 960 surgeries at the Humane Society and 60 at Tri-county animal hospital for an approximate total of 1020 surgeries per year. This is an increase of 750 surgeries over the previous year.

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

All pet owners who are residents of the City of Fort Pierce are eligible to receive a sterilization voucher. Pet owners currently present documentation in the form of Internal Revenue Service, Social Security Administration, State of Florida or similar annual statement in order to show total household income. This data is compared against how many people live in the household to determine whether or not they fall below the poverty level. This is then used to determine which type of voucher is issued. A valid driver's license or utility bill verifies residency. Those individuals who are not able to provide proof of income must sign an affidavit under penalty of perjury, that they are living below the national poverty level.

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

We will advertise the sterilization voucher program by affixing an automobile magnetic advertisement on the spay/neuter shuttle, by placing advertisements in the newspapers; via public service television announcement on our city's public TV channel; placement of printed flyers in downtown business establishments; coordinate with the Fort Pierce Utilities Authority for the placement of flyers in every utility bill received by city residents, presentations given by Animal Control Officers at various civic meetings and by volunteers who canvass neighborhoods to meet and identify pet owners in need of services, and most importantly during almost every contact our Animal Control Officers have with a pet owner during routine patrol and enforcement operations.

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

The Animal Control Officers are in the unique position of being able to offer many services to overcome these barriers that are not readily available from a veterinary clinic or shelter operation. The ACOs are an integral part of the Fort Pierce Police and Code Enforcement Departments and are intimately familiar with and respond to calls for service in the neighborhoods where the problem exists. They have full use of the translation skills of our police and code enforcement officers allowing them to communicate fluently in other languages other than English such as: Spanish, Creole, and Chinese. The ACOs are as well accustomed to and equipped to deal with the extremely diverse cultural make-up found in the City. With the addition of a cargo van to the city fleet, our ACOs and United For Animals' volunteers now have the means to transport animals to and from clinics for procedures and to collect information during neighborhood canvassing. The differential ordinance has been quite effective in that it also helps to overcome cultural norms against neutering, in that some male residents who are against neutering are becoming more motivated to neuter as the animal registration fee is much lower at \$10 versus \$75 fee for unneutered pets.

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.

Yes. A cargo van was donated to the program and is being used as a spay/neuter shuttle. The vehicle has filled a great need as transportation was one of the major issues faced by residents, and prevented a majority from getting their pets spayed/neutered. The vehicle is fully equipped with cages to keep the animals comfortably confined during transportation and can accommodate approximately seventeen (17) animals per trip. The van is operated by our Animal Control Officers and United For Animals' volunteers who are all highly skilled to operate the unit and handle the pets being transported. Pet owners are required to sign a liability waiver before animals are transported.

Veterinary Services**Objectives****What arrangements have you made with veterinarians to perform the surgeries?**

Currently we have three collaborative partnership agreements (see attachments) with local veterinarians to perform surgeries.

However, under the no cost/reduced cost voucher program the pet owners are responsible for scheduling the surgery with the veterinarian of their choice while the Humane Society of Saint Lucie County reserves the last Wednesday of each month solely to perform Happy Hounds Sterilization. With the additional funding we hope to increase the sterilization to two days per month.

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Animal Clinic of Fort Pierce	2508 Okeechobee Road	Fort Pierce	FL	34950	772-461-2731	<input type="checkbox"/>
Humane Society of St. Lucie County	100 Savannah Road,	Fort Pierce	FL	34982	772-461-0687	<input checked="" type="checkbox"/>
Tri County Animal Hospital	1807 Okeechobee Road	Fort Pierce	FL	34950	772-461-1311	<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	\$25.00	\$25.00
Range for Female Cats	\$0.00	\$25.00	\$25.00
Range for Male Dogs	\$0.00	\$25.00	\$25.00
Range for Female Dogs	\$0.00	\$25.00	\$25.00

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 checked="" type="radio"/> Required <input 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 checked="" type="radio"/> No <input type="radio"/> Yes
Other Vaccination if Due	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Testing	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Licensing	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$5.00
Ear tipping	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$5.00

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

Under a separate voucher program sponsored by the United For Animals organization, all animals receive a pre examination, dogs are tested for heartworms and vaccinated for Bordetella, Da2PPC and rabies, dewormed for intestinal parasites and supplied with flea medications. Licensing, eartipping and microchipping are also provided with eartipping and micro chipping being optional service. Prices to pet owners of optional items are variable and is dictated by each clinic, but does not exceed \$5. All animals are required to be vaccinated for rabies in order to be registered and to receive a sterilization voucher. Dogs that are tested positive for heartworms are transferred to the Tri-County Animal Hospital (the sole source for heartworm positive dogs) and there treatment is funded by a voucher program valued at \$70 with a \$10 registration required from the client.

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

We maintain a voucher data base that assigns a numeric code to each voucher and this is updated when the vouchers are redeemed for payment by the veterinary practice. In addition all vouchers bear an original City of Fort Pierce seal therefore they cannot be easily reproduced.

Other Information

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

In 2007 St. Lucie County passed a Differential Pet license that charged owners of unaltered cats and dogs a \$75.00 yearly fee and owners of altered pets a lifetime fee of \$25.00 with license proceeds used for low cost spay/neuter surgeries for the public. The implementation of this legislation was challenged unsuccessfully. This challenge slowed the establishment of the licensing effort until the county's 2008-2009 fiscal year. During that year, the total number of dogs and cats delivered or brought by our Animal Control to local shelters was 2652. After three years of the license being in force the total number of impounded animals reduced to 2283; a 13.91% reduction in shelter intake. After the St. Lucie County's Differential Ordinance was enacted two neighboring Counties passed similar differential licenses. Then after these three ordinances went into effect the City of Fort Pierce passed its own version charging owners of unaltered pets \$75 while altered pet owners incurred a \$10 per year fee, also applying revenue for surgeries. When The Fort Pierce ordinance took effect, the total of the City's shelter intake during fiscal year 2008 to 2009 was 2168. The City's intake for fiscal 2009 to 2010 was 1897. This change in intake represents a dramatic reduction of 12.5% in only one year. The most significant difference between how our County operates and how the City of Fort Pierce operates is the existence of what is locally named 'The Happy Hounds Program.' This program incorporates a City of Fort Pierce owned cargo van manned by volunteers from United For Animals a local 501(c)3 organization. These volunteers usually work seven days per week to locate tethered dogs and stray cats in the most financially challenged areas of Fort Pierce. The volunteers then proceed to inform and educate pet owners to allow United For Animals to transport these pets to either the St. Lucie County Humane Society or Tri County Animal Clinic for a low-cost or free spay/neuter surgery. This negotiation with owners is only possible because of the leverage to alter the high \$75 yearly differential license fee provides. In our experience, and considering cultural norms against neutering, many owners would choose not to alter without this leverage making the license an invaluable tool. As a point of comparison, one neighboring City has a well implemented pet license program offering free spay/neuter surgeries to the public but with no incentive in their license to alter. A comparison of their 2008 to 2009 fiscal year and their 2009 to 2010 year shows a .35% increase in total shelter intake. In 2008 to 2009 they impounded 3364 pets. In 2009 to 2010 they impounded 3376; a statistical tie. In all three adjacent municipalities the human population during these years mentioned appeared to be stable. However when looking at housing statistics, one would conclude that foreclosures would lead to more pets than on average being turned in by owners unable to continue to maintain their pets. This, experts claim should cause increased shelter intake but as is in evidence, our County and City, the opposite happen, especially in Fort Pierce where additional effort was made to actively target "at risk to breed" pets and transportation for the disadvantaged was provided. In conclusion canvassing and transportation combined with low cost altering services and a large difference in fees to own altered vs. unaltered pets results in significant immediate positive results.

Budget

Total number of sterilization surgeries projected:

Cats: 520 **Dogs:** 500

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

Average cost/surgery projected: \$25.00

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

We have partnered with the Humane Society of St. Lucie and United for Animals to provide the following services at an extremely low cost; sterilization, deworming, veterinarian examination, heartworm testing, rabies and additional vaccinations, ear tipping and microchipping identification for \$30 per animal. All other procedures that falls under this program (microchipping, examinations, heartworm testing etc) are paid with funds from our United for Animals organization. All expenses related to the spay/neuter shuttle (maintenance, registration etc) is maintained by the City of Fort Pierce Code Compliance Department.

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: 10/01/11/ **Projected end date:** 09/30/12

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 anticipate that meeting the target spay/neuter figures of 1020 sterilization next year, will drastically reduce the number of animals requiring sterilization when the funding period ends, thereby reducing the number of animals that will require sterilization and the need for us to seek external grant funding. With this in mind we hope to sustain our spay/neuter program with monies from local efforts, such as, fundraising activities and our Animal registration revolving fund.

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.

Promotion of the Florida Animal Friend Spay/Neuter License Plate grant will be advertised in our City Newsletter, letters to the Editor of our local news media, via public service announcements on our Public TV channel, placement of flyers in utility bills received by city residents; during presentations given by Animal Control Officers at various civic meetings and by United for Animals volunteers who canvass neighborhoods to meet and identify pet owners in need of services; and, most importantly during almost every contact our Animal Control Officers have with a pet owner during routine patrol and enforcement operations. We will also arrange to have a link on both the City's and the police department's website so that visitors to these sites can be redirected to the Florida Animal Friends website.