

Grant ID: 208

**Title of Proposal:** SPCA Tampa Bay Florida Animal Friend Grant Proposal  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$25,000.00  
**Check Payable To:** SPCA Tampa Bay

Application Information

Demographics

<b>Name of Applicant Agency:</b> Society for the Prevention of Cruelty to Animals Tampa Bay	<b>Website Address:</b> www.spcatampabay.org
<b>Person Submitting Proposal:</b> Nora Hawkins	<b>Position:</b> Senior Director of Marketing and Public Relations
<b>Organization Business Address:</b> 9099 130th Ave N	<b>City:</b> Largo
<b>State:</b> FL	<b>Zip:</b> 33773
<b>Phone (xxx-xxx-xxxx):</b> 727-586-3591	<b>Fax:</b> 727-499-0368
<b>Cell:</b> 727-420-0475	<b>Email Address:</b> nora@spcatampabay.org

Agency Details

**Dates of Last Fiscal Year: Begin:** 07/01/09 **End:** 06/30/10

**Organization Income in Last Fiscal Year:** \$3,975,594.00

**Organization Expenses in Last Fiscal Year:** \$3,412,099.00

**Number of Paid Employees:** Full Time: 35 Part Time: 34

**Number of Active Volunteers:** 477

**Total Volunteer Hours per Week:** 500.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** Previous Recipient

**Year(s) of previous Florida Animal Friend grants (if applicable):** 2007, 2009

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:**

<b>Name</b>	<b>Title</b>	<b>Phone</b>	<b>Occupation</b>	<b>Email</b>
Barry Rubin	Board Member	727-409-8463	President, Time Systems	Mail@BarryRubin.com
Chris Allen	Vice President	727-542-8043	Philanthropist	chris@chris-allen.com
D. 'Rep' DeLoach, III	Secretary	727-397-5571	Attorney	RdeLoach@dhstc.com
Dr. H. William Heller	Board Member	727-525-7812	Former Florida House of Rep. Dist. 52 (D)	BillJeanneH@netzero.net
Dr. James Lutz, DVM	President	727-480-9723	Veterinarian	jdLutz@largovet.com
Dr. Michael Rumore, DVM	Board Member	727-393-4644	Veterinarian	mjrmore@aol.com
Elise M. Lacher	Board Member	727-420-0016	CPA	eliselachercpa@yahoo.com
Erin E. Banks	Vice President	813-382-7673	Attorney	Ebanks@carletonfields.com
Ginger Reichl	Board Member	727-420-2367	Pinstripe Marketing	greichl@pinstripemarketing.com
Jeff M. Fox	Past Board President	727-643-6815	CPA	jmfcpa@tampabay.rr.com
Jim McGinty	Treasurer	813-601-9228	Vice Pres. Wells Fargo Private Bank	jim.mcginty@wachovia.com
John F. Ralph, Jr.	Board Member	727-381-6950	CPA	john@jra-cpa.com
Marcia Piacentino	Board Member	727-254-1238	Consultant	piacentino@earthlink.net
Marilyn Hulsey	Board Member	727-579-5072	Vice President of HR, Catalina Marketing	marilyn.hulsey@catalinamarketing.com
Mark Taber	Board Member	727-488-0270	Development Consultant	KristyA@tampabay.rr.com
Michael Mason	Board Member	727-638-0848	Executive Director of Freedom Square	michael.mason@brookdaleliving.com
Pamela Farnsworth	Board Member	727-363-0907	CPA	pamfarnsworth@tampabay.rr.com
Ron Petrini	Board Member	727-559-8540	President, Great Bay Distributors	ronpetrini@greatbaybud.com

**Applicant Qualifications**

**For your organization, in the last complete fiscal year:**

5376 **cats and** 4712 **dogs were admitted.**

2090 **cats and** 2029 **dogs were adopted.**

2504 **cats and** 1551 **dogs were euthanized.**

1442 **cats and** 1154 **dogs were sterilized.**

**Briefly describe your animal programs:**

Adoptions: The SPCA Tampa Bay adopts out dogs, puppies, cats, kittens, rabbits, ferrets, pocket pets and birds. Adoption fee includes: Spaying or neutering; Microchip; Vaccinations including rabies (animals 3 months and older); County license tag (for Pinellas residents only); Pet insurance for 30 days; Behavior training classes for the owners of dogs, cats and rabbits. This past year, the SPCA adopted out over 5000 animals. Admissions: The SPCA admits "owned" animals to its facility along with sick and injured strays. Our doors are open for admissions six days a week. No appointment needed. All pets whose owners are no longer able to care for them are welcome. Animals that are medically and behaviorally suitable for adoption are provided with shelter, food and medical care until new homes are found for them. The admission process includes the completion of a pet personality profile designed to help SPCA staff, volunteers and new pet owners learn about the pet's previous life and habits. Estate Planning with Pets in Mind: The SPCA offers a free brochure entitled 'The Pet Owner's Guide to Estate Planning for Pets' and a free seminar held annually to encourage people to make plans for their pets in the event of incapacity or death. The brochure provides general information and is not intended to provide legal advice. Lost & Found Assistance: The SPCA is a community-wide "lost & found" resource for pet owners. This service helps reunite lost pets with their owners. The process begins when you call or visit the Largo facility. SPCA staff will ask you to complete a lost pet information form. Staff will walk you through the shelter to see if your pet is here. You will also be given a checklist of things to do in the community to aid you in your search. If your pet is located, you will be contacted immediately. Emergency shelter, food and medical care are provided for lost pets. Emergency Ambulance for Sick & Injured Strays: Sick and injured strays that are found anywhere from Belleair Road south to the Skyway Bridge can receive around the clock ambulance pickup and emergency medical care. This SPCA service is offered 24 hours a day, seven days a week. Humane Education: The SPCA offers a variety of educational programs for children in our community's public and private schools, including: 4th & 5th Grade "Thumbs Up for Animals and Kids" Humane Character Education and our Abuse Link Awareness class for

middle/high school students. We also provide a number of services for at-risk children, including: a conflict resolution class (using animal victims as examples) for the Sixth Judicial Circuit Court Juvenile Diversion Program and a program of animal-related curriculum for non-violent alternative behaviors for the Children's Center serving children ages 10 to 17 who, because of parental abuse, are living in a residential foster facility. Seminars on a number of animal/human issues are presented periodically for professionals in education, financial planning, law enforcement, mental health and social services. Cruelty Investigations: The SPCA has three court-appointed Humane Officers on staff to conduct cruelty and abuse investigations from Belleair Road south to the Skyway Bridge. More than 9,025 investigations and reinvestigations have been handled in the last five years. Pet Behavior Help: The SPCA offers a free Behavior Helpline where the public can call for advice on their pets behavior problem. This service helps keep people and pets together by overcoming behavior issues that, when left uncorrected, can lead to owner frustration and surrender or abandonment of the pet. The SPCA also offers several low cost behavior class whether your pet is a cat, dog or rabbit. Many classes are free to adopters. Our 6-week Obedience Basics class is just \$45 for adopters and \$65 for the public. Class descriptions and registration are available online, or by calling. Seminars & Tours: The SPCA offers a series of free seminars featuring local professionals who present a variety of topics including: • Pet first aid/CPR • Holistic pet care tips • Pet Loss and Estate planning with pets in mind. Volunteer Opportunities: The SPCA offers a wide variety of volunteer options with many different areas available to volunteer. Our volunteers are crucial to our success and are the heart of our organization. More than 477 people are currently active volunteers. Private Pet Cremations: The SPCA provides end of life services for pets. Owners can bring their pet in for euthanasia and private cremations. The pet's ashes can be returned with our without, a memorial urn. Owners may not be present at the time of euthanasia. Fees are minimal for this service. Spay-Neuter: Friends of Family Pets and Fix-A-Pit Program: Pet overpopulation is a serious problem in Tampa Bay and across the U.S. The most humane solution to reduce the number of companion animals that are euthanized each year is to aggressively promote spaying and neutering. Our Friends of Family Pets Program assists the pets of people with limited income or those facing financial hardship. The Fix-A-Pit program offers free spay/neuter services to the owners of pit bull and pit bull mixes. Applicants are asked to visit the SPCA on Tuesdays from 9am to 4pm. No appointment is needed.

**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.**

Background Information: The Friends of Family Pets Spay-Neuter (FOFP) program evolved from a feeding program that was started in the 1980's to help people in financial difficulty feed their pets. In 1993 the SPCA Board started a long range planning process to address future needs of the community. One of the changes that came from these planning sessions was the addition of a year-round spay-neuter service. SPCA staff met with area veterinarians to secure their support in providing surgeries at discounted rates to be paid by the SPCA from funding provided by donors. A small fee is charged to applicants (typically \$ 35). During the month of February's Spay Day promotion, the program is offered at no cost to qualified applicants. Currently, the program is provided to Pinellas County residents who qualify based on annual income and demonstration of responsible pet ownership, i.e., proof of annual vaccinations. A one-person household qualifies if the combined annual income is \$30,000 or less; each additional adult living in household increases the household income qualifier by \$5,000. No pure bred pets are accepted for this program. With the grant received from Florida Animal Friends in 2007, the SPCA was able to launch a new spay-neuter service for the owners of Pit/Pit Mix dogs that we have marketed as 'Fix-A-Pit.' The SPCA recognized the need to emphasize this particular breed of dog for the spay/neuter program, and it was unique in our area to have this program available to the public. This new service was an enhancement to the Friends of Family Pets Spay-Neuter program. There are no income restrictions to this program. Fix-A-Pit continues to be a great success in our area and has provided low cost surgeries for 1,081 Pit/Pit Mix breed dogs since inception.

**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?**

The SPCA Tampa Bay allocates \$30,000 to \$50,000 of its general contributions income to the program each year to ensure that the program can continue.

**Target Population**

<b>Geographical target area (name of city, county, etc.):</b>	Pinellas County
<b>Total human population in target area:</b>	909013
<b>Percent of residents living below poverty in target area:</b>	10.9

<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	275459
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	227254
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	151503
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	10878
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	3815
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	6988
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	3023
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
These numbers seem to reflect an accurate representation of the target area animal population numbers.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
The substantial source of animal overpopulation in our target area comes from the people that are not able to afford their pet's medical care. Veterinary costs are increasing across the nation, and if we can offer people these services at an affordable price, it will substantially benefit our target area. Our partnership with Pinellas County Animal Services will allow us to save more lives, spay and neuter more animals, and keep our program cost low. The primary target for our spay-neuter programs will be pit/pit mixes and domestic and feral cats. The overpopulation of feral cats are a growing problem in Pinellas county. With the guidance of Frank Hamilton from ACT in Hillsborough County, SPCA Tampa Bay will serve as the lead agency in our county to address the needs of the feral cat community.	
<b>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?</b>	
Pinellas County residents also have access to the following spay-neuter programs: Pinellas County Animal Services in Largo, The Spay & Neuter Clinic of Pinellas County in Clearwater, SPOT Spay/Neuter Clinic in Pinellas Park, The Day & Evening Pet Clinic for SPCA Referrals in Palm Harbor, Pet Pal Animal Shelter Spay/Neuter Clinic in St. Petersburg, and the Humane Society of Pinellas in Clearwater. Since 2004, Pinellas County Animal Services (PCAS) has operated the "Animobile," a state of the art mobile surgical spay-neuter unit sent to four low income target locations in the Pinellas County community: Clearwater, St. Petersburg, Pinellas Park, and Tarpon Springs. Due to 2011 government budget cuts, PCAS funding for this program has been eliminated and the county is unable to continue operating the Animobile at this time. According to the Pinellas County 2011 Budget Model, this reduction in funds will result in a 25% reduction in spay and neuters throughout Pinellas County. This will have a direct impact on the number of animals we see admitted from our taret area. In the last five years, SPCA Tampa Bay's Friends of Family Pets program has spayed/neutered 4,472 pets. In the last five years, PCAS Animobile Program spayed/neutered 4,102 pets. The loss of the Animobile program will significantly increase the demand needed for affordable spay/neuter services in our community and target area.	
<b>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:</b>	
<input checked="" type="checkbox"/> <b>Pets in low-income families</b> <input type="checkbox"/> <b>Especially difficult or unique animal overpopulation sources</b> <input checked="" type="checkbox"/> <b>Pit bull dogs</b> <input checked="" type="checkbox"/> <b>Feral cats</b> <input type="checkbox"/> <b>Special spay/neuter event</b> <input type="checkbox"/> <b>Other</b>	

Objectives

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

Through the Friends of Family Pets Program we anticipate spay-neutering 1,600 cats and dogs. We anticipate altering 450 pit/pit mixes through our Fix-A-Pit program and 320 cats through the Feral Cat Spay Days held every other month.

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

Because Pinellas County Animal Services no longer operates the Animobile service, our objective is to obtain the residents who would have utilized the Animobile services, and have those animals spayed/neutered through our FOFP program. With the addition of the Feral Cat Program we anticipate an increase of 320 cat surgeries above our current baseline.

## Methods

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

Our Friends of Family Pets Spay/Neuter Program assists people who are on limited income (earning \$30,000 or less and \$5,000 for each dependant), or facing financial hardship. The Fix-A-Pit program offers free spay/neuter surgeries to owned Pit Bulls and Pit Bull mixes regardless of income. The Feral Cat Spay Day program offers surgery and vaccines at \$25 per cat regardless of the client's income.

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

Media Promotion-The SPCA Tampa Bay is fortunate in that its media (radio, TV, print) relationships have been in place for more than 18 years. The Director of Marketing and Public Relations is responsible for not only maintaining these relationships, but seeing that new ones are added. These donated media opportunities will play a lead role in marketing the program throughout the county. We provide the media with press releases and periodic promotion of the spay-neuter and 'Fix-A-Pit' program. Broadcast media provides a mass marketing approach to the target audience. Website promotion-www.SPCATampaBay.org -The details of these programs are prominently display on our website. Use of this promotion vehicle will reach people who visit our website. Currently, we have more than 12,000 visitors to our website each month. Social Media-Facebook/Twitter-With the significant increase in interest among social media, we are able to provide continuous shelter updates to the public. At this time, we have over 2,550 fans on our Facebook page and over 1,200 followers on our Twitter page. Email promotion/Word of Mouth Advertising-We send our registered email recipient list (currently 6,000+ names) periodic promotion emails encouraging them to mention the spay-neuter services to co-workers and friends. The "reach" to target for this promotional vehicle is at least twice the list count, 12,000+. Flyers & Brochures-We will create new flyers and display in-shelter and hand-out at community-based events to promote awareness and participation in the spay-neuter program. We estimate that our shelter sees more than 50,000 visitors annually. We participate in several hundred community-based events each year and we estimate that more than 2,000 people have detailed conversations with the staff and volunteers who exhibit at these events. Special Events-The Pet Walk is our largest, and most successful, annual fundraising event. More than 2,500 people join us at the event in North Shore Park each year. Other signature events include the Pet Bowl and the Animal Affaire Gala 'Night of the Unleashed.' Total participation reaches more than 800 people. It is the SPCA's policy to prominently display educational materials at all special events. Outreach here encourages word-of-mouth advertising.

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

Transportation: Our Friends of Family Pets program has always required interested applicants to use their own vehicles or public transportation to appear in person at our Largo facility. We will continue to qualify applicants at our shelter in Largo but we will also recruit veterinary offices support in targeted areas in Pinellas County. These will include south, mid and north county. By providing applicant access in the community, we believe more people will take the time to take advantage of the Friends of Family Pets Spay/Neuter service. The Feral Cat Spay Day will require that applicants utilize their own transportation to transport the pet to our facility for their scheduled surgery. Literacy: Our primary marketing approach will be broadcast media. Our staff and volunteers are able to assist applicants in completing necessary paperwork. Cultural: The "SPCA Services" brochure describing our services is printed in English and in Spanish.

**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. Qualified applicants are given a confirmed appointment time at Pinellas County Animal Services or participating veterinarian offices and required to utilize their own transportation. We will collaborate with the Feral Cat Community volunteers and help provide them with any traps should they need them.

## Veterinary Services

**Objectives**

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

SPCA has an agreement with Pinellas County Animal Services to utilize their veterinarian and facility for spay-neuter services. Effective October 2011, PCAS will offer SPCA surgical prices of \$45 for female pit bulls/mixes and \$30 for male pit bulls/mixes. They will also offer female cat spays at \$35 and male cats at \$25. A letter of collaboration from PCAS Veterinarian, Dr. Taylor is in the uploaded section of the application. While we will mainly utilize PCAS, we will allow clients to use their own veterinarian if they currently participate in our Friends of Family Pets program. The program includes 32 practices in Pinellas County. In addition we will recruit veterinary offices in key locations for applicant qualification and processing. The pricing from the veterinarian offices as such are \$95 for a female dog; \$75 for male dogs; \$75 for female cats and \$60 for male cats. A collaboration letter and list of the 32 participating veterinarians is in the uploaded section of the application. We will use our staff veterinarian for the feral cat spay-neuter days at our facility.

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Largo Veterinary Hospital	1120 Starkey Rd	Largo	FL	33771	727-584-8370	<input type="checkbox"/>
Pinellas County Animal Services	12450 Ulmerton Road	Largo	FL	33774	727-582-2600	<input checked="" 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	\$15.00	\$25.00	\$40.00
Range for Female Cats	\$15.00	\$35.00	\$50.00
Range for Male Dogs	\$0.00	\$42.00	\$42.00
Range for Female Dogs	\$0.00	\$57.00	\$57.00

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?
<b>Examination</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Rabbies Vaccination if Due</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Other Vaccination if Due</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Pain Medication</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Parasite Medication</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Testing</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Licensing</b>	<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="\$20.00"/>
<b>Ear tipping</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Other</b>	<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:

The Fix-A-Pit program offers free spay-neuter services to all pit/pit mixes for owners in Pinellas County. Rabies vaccine is required and only the license fee will be incurred by the client. Distemper vaccine (if not already done) will be covered by SPCA. All mixed breeds other than Pit/Pit Mix are handled through the FOFP based on limited income, \$30,000 one person in household, second adult adds \$5,000. No pure bred canines are accepted in the program. Surgeries are

provided through participating low cost clinics and vet practices with a cost to the client of \$45.00 for male dogs, \$55.00 for female dogs. There is no income requirement for applicants wanting to alter their cat. Pricing is \$40 for male cats and \$50 for female cats. Rabies vaccine is required and only the license fee will be incurred by the client. Distemper vaccine (if not already done) will be covered by SPCA. If clients wish to have additional testing, vaccines, or medication the pricing will be determined from each veterinary office and the client will be responsible for the additional charges. The Feral Cat Spay Days applicants will pay a fee of \$25 per cat and will cover the Rabies and Distemper vaccine as well as ear tipping.

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

No, this is not a voucher program. Applicants will be given a date, time, and instructions for their scheduled surgery at the designated location.

## Other Information

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

1. Applications: People interested in applying for the FOFP or Fix-A-Pit program will be required to apply in-person at the SPCA Tampa Bay on Tuesdays or Thursdays from 11 a.m. to 4 p.m., or at key veterinary offices in areas targeted to offer the program. 2. Qualification: Applicants must show proof of Pinellas County residency and proof of income (most current) 1040 tax return to Qualify for the Friends of Family Pets Program. 3. Applicants will be given their surgery appointment date, time, and instructions before leaving our facility.

## Budget

**Total number of sterilization surgeries projected:**

**Cats:** 820   **Dogs:** 950

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

**Average cost/surgery projected:** \$15.00

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

If participating veterinarians require distemper vaccination before surgery, funding will be provided by the SPCA Tampa Bay Friends of Family Pets and Fix-A-Pit program. The Rabies License will be required and will be paid by the client.

## 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:** 08/01/11/   **Projected end date:** 08/01/12

## 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.**

The SPCA Tampa Bay allocates \$30,000 to \$50,000 of its general contributions income to the program each year to ensure that the program can continue.

## 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.**

In addition to our media efforts which will specifically tag the Florida Animal Friend Spay/Neuter License Plate program as the source of funding, we will prominently display the Program and logo with a link to order license plates on our website. Our website averages more than 12,000 unique site visits each month.