

Grant ID: 1695

Title of Proposal: Low Income Spay/Netuer
Agency Type: Non-Profit
Total Funding Requested: \$25,000.00
Check Payable To: SPCA Florida

Application Information

Demographics

Name of Applicant Agency: SPCA Florida **Website Address:** www.spcaproflorida.org
Person Submitting Proposal: Adam Stanfield **Position:** Executive Director
Person Submitting Proposal Email Address: astanfield@spcaflorida.org
Agency Head: Adam Stanfield **Agency Head Email:** astanfield@spcaflorida.org
Organization Business Address: 5850 Branner Road S. **City:** Lakeland
State: Florida **Zip:** 33813
Phone (xxx-xxx-xxxx): 863-577-4605 **Fax:** 863-646-4605
Cell: 404-643-0458

Agency Details

Date of 501(c)(3) Incorporation: 06/06/1980
Dates of Last Fiscal Year: **Begin:** 01/01/16 **End:** 12/31/16
Organization Income in Last Fiscal Year: \$5,110,246.00
Organization Expenses in Last Fiscal Year: \$6,100,335.00
Number of Paid Employees: Full Time: 85 Part Time: 0
Number of Active Volunteers: 400
Total Volunteer Hours per Week: 519.00
How did you learn of the 2009 Florida Animal Friend grant competition? SPCA Florida is a previous grantee of Florida Animal Friends.
Year(s) of previous Florida Animal Friend grants (if

applicable):

Previous Florida Animal Friend Applications:

Years Funded: 2011 and 2015 Year(s) denied/incomplete:

	Grant #	Proposal Year	Proposal Title	Status
Auto-Generated (Previous Applications):	108	2009	Florida Animal Friend Grant Proposal	Denied
	182	2010	Feral Cat Round Up	Denied (not completed)
	354	2013	Community Cats	Funded
	1466	2015	Spay/Neuter of Low-Income Residents	Funded
	1594	2006		Denied
	1695	2017	Low Income Spay/Netuer	Funded

Describe your Organization:

Services Provided

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

Organization Structure:

- City, county, or tribal agency
- Private nonprofit agency
- TNR Group
- Rescue Group
- Other

List your current board of directors:

Name	Title	Phone	Occupation
Barbara Weber	Board Member	407-938-2823	Disney Supervisor
Brenda Joyce	Board Member	863-701-3098	Retired
Dawn Diaz	Board Member	817-829-8655	Business Owner
John Mihalyo	Board Member	863-802-7300	Print Media
Julie Davis	President	863-701-7834	CPA
Karen Mitchell	President Elect	813-966-2662	Retired
Kim Goldener	Vice President	863-834-6592	City Government
Laura Lear	Treasurer	863-688-3440	Financial Advisor
Liz Piotrowski	Past President	863-602-9256	Retired
Marion Smith	Board Member	813-754-3707	Retired
Marty Wilkey	Board Members	863-687-6600	Banking VP
Mary Stephens	Board Member	863-646-6403	Retired
Pete Palmer	Board Member	863-607-9994	Retired
Ramona Blankinship	Board Member	863-687-7737	Attorney
Rick Johnson	Board Member	863-978-7705	City Manager
Sara Olson	Board Member	863-738-2257	Director Major Gifts

Applicant Qualifications

For your organization, in the last complete fiscal year:

2187 cats and 2056 dogs were admitted.

1890 cats and 1894 dogs were adopted.

104 cats and 40 dogs were euthanized.

4982 cats and 2692 dogs were sterilized.

Briefly describe your animal programs:

- | | | | |
|----------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Stray/Lost pet intake | <input checked="" type="checkbox"/> Foster Program | <input checked="" type="checkbox"/> Wellness services to understand pet owners | <input checked="" type="checkbox"/> Volunteer Program |
| <input checked="" type="checkbox"/> Owner surrendered animals | <input checked="" type="checkbox"/> Food Bank | <input type="checkbox"/> Cruelty investigation | <input checked="" type="checkbox"/> High volume spay/neuter clinic |
| <input checked="" type="checkbox"/> Lost and Found Program | <input checked="" type="checkbox"/> Behavior counseling | <input type="checkbox"/> Enforcement of ordinances | <input checked="" type="checkbox"/> Full service wellness clinic |
| <input checked="" type="checkbox"/> Adoption Program | <input checked="" type="checkbox"/> Disaster services | | |

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?

N/A

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

N/A

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

N/A

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

SPCA Florida (SPCAF) is a high functioning medical center working in tandem with a high functioning adoption center to serve the demand of Florida's third largest county. At the core of our mission is to positively impact animal overpopulation (reduction thereof) through the provision of high-quality, affordable spay/neuter services. SPCAF conducts approximately 50,000 patient visits on an annual basis, comprised of seeing approximately 27,000 animals. Accomplishing these amazing results is a team of eight highly-skilled veterinarians utilizing state-of-the-art equipment and technologies to provide quality care to our patients and clients. In 2016, SPCAF altered more than 7,600 animals. This represented a decline in volume spay/neuter services over a record high in 2014 of 13,577 procedures. This reduction was purposeful as SPCAF continued its efforts in the promotion of quality care with emphasis on obtaining AAHA accreditation. Although admirable, our results of 2014 were not sustainable within our defined operating model. Therefore, 2015 began a period of transition for SPCAF which was carried through current calendar year. The results of our efforts in 2016 to provide better organization and procedures established a new operational foundation from which our staff can more confidently and better serve all of our constituents. Our leadership team toured Lakeland Regional Medical Center's Emergency Room to learn from their metamorphosis of a struggling ER to a highly efficient medical facility that dramatically improved its patient throughput and quality of care. From that tour, our leadership team gathered valuable insight and information to increase our own operational standards, patient accommodation, and quality of care. The experience gained resulted in our leadership team

implementing efficiency improvements designed to reduce barriers to patient care and throughput. The net result of our actions will support sustainable and incremental growth in services without a reduction to patient care standards. We believe this is paramount, irrespective to patient type - be it owned pets, shelter pets, community cats, or feral cats. We have recently added an experienced practice manager to support our medical team who, as part of her responsibilities, will work closely with Dr. Alex Cole, Lead Surgeon, and his team of technicians addressing surgery prep, surgery, and recovery. With more than twelve years' experience and a certification as a licensed veterinarian technician, the talents of our new practice manager will continue our progression to setting the highest standards of care within our market. Our community is responding to SPCAF's paradigm shift with awe and enthusiasm. The pride to which we now invite the public to tour our facility is contagious. Seeing the results of our talented staff first-hand has resulted in philanthropic giving exceeding \$900,000 during our current fiscal year. We anticipate this trend to continue as well as gaining support from our funding agencies. Our intent is to diversify our funding model in seeking an equitable balance of sources to sustain our operations, including that of our low-income spay/neuter program. SPCA Florida, Inc. ("SPCAF"), a Florida 501(c) 3 non-profit organization headquartered in Lakeland, exists to eliminate animal suffering and to enhance the human-animal bond by engaging the entire community in the welfare and well-being of animals. We accomplish this by advancing model programs to promote the adoption of healthy animals, prevent dog and cat overpopulation, provide veterinary medical services for animals in the community and keep animals in homes through relinquishment intervention strategies. Over the course of 37+ years, SPCAF has effected positive change to the welfare of animals within Polk County and surrounding areas. We emphasize spaying and neutering to address pet overpopulation and educate the public in responsible animal guardianship. With that animal welfare leadership position in place, now is the time for SPCAF to focus its energy and resources on the development and expansion of programs that will inspire the compassion and respect for animals necessary to create truly humane communities. SPCAF will continue as the premier animal welfare organization throughout the local community and will pursue that status both regionally and state-wide. Offering high-functioning veterinary and adoption services emphasizing quality of care and service, both on campus and through mobile outlets, SPCAF will become the model to which all sister organizations aspire. Veterinary service growth plans will mimic developments found in human healthcare with emphasis on making specialty services available to all clients. The ability to routinely provide advanced procedures to shelter animals will further differentiate SPCAF from other rescue organizations. Growth will include expansion of orthopedic and advanced surgical procedures, dental services, and cancer programming. To provide the highest quality of care within the industry, SPCAF is pursuing the American Animal Hospital Association's (AAHA) accreditation for its medical center and adoption center. Once achieved, SPCAF will be the first comprehensive AAHA-accredited facility in the state of Florida. Offering a multi-faceted animal welfare and veterinary organization to the community has created challenges and, in some cases, misunderstanding of what we do and the services we provide. SPCAF creates significant economic impact within the region and should use its Board of Directors, staff and volunteers to engage government representatives, community leaders and other influential individuals to address animal welfare issues in support of our mission.

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?

SPCAF is Polk County's largest non-profit spay/neuter provider created to serve pets having owners who are economically challenged. With approximately one-fifth of the county's 600,000 residents living below poverty standards, the need for supplementing pet health care is dramatic. The subsidized cost to sterilize cats is approximately \$65 and the subsidized cost to sterilize dogs is between \$90 and \$145. Families meeting certain needs-based income requirements are eligible for \$25 co-pays for cats and \$50 co-pays for dogs. Statistically, the large number of clients utilizing the needs-based services is extreme. Polk County Animal Services (PCAS), a municipal operation, contends with more than 20,000 stray and unwanted animals per year. We believe in order to adequately reduce unwanted litters throughout our community, we must continue to incent lower socio-economic pet owners to be responsible in providing care for their pet and playing a beneficial role in reducing Polk County's plight of pet over-population.

Target Population

Geographical target area (name of city, county, zip codes, geographical	Polk County
-------------------------------------------------------------------------	-------------

Information service (GIS), etc.):	
Total human population in target area:	650092
Percent of residents living below poverty in target area:	17.3
Estimated number of pet cats in target area (human population divided by 3.3):	196998
Estimated number of pet dogs in target area (human population divided by 4.0):	162523
Estimated number of feral cats in target area (human population divided by 6.0):	108349
Number of cats admitted to animal control shelters in the target area last year (if known)	N/A
Number of dogs admitted to animal control shelters in the target area last year (if known)	N/A
Number of cats euthanized in animal control shelters in the target area last year (if known)	N/A
Number of dogs euthanized in animal control shelters in the target area last year (if known)	N/A

Please explain if you believe your target area animal population is significantly different than above. We believe this is an accurate representation of Polk County and target area.

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

SPCAF believes the most substantial sources of dog and cat overpopulation in Polk County pertain to responsible pet ownership, education, and economics. From an educational perspective, approximately one-fifth of the county's population lives in poverty which is closely correlated to educational attainment and income levels. Further, the National Pet Owners Survey conducted by the American Pet Products Association for 2015–2016 illustrates approximately 65% of the U.S. population or 79.7 million households own pets – all things being equal equates to approximately 390,000 households in Polk County. The combination of lower socio-economic challenges along with the demands of pet ownership creates an unenviable situation for all participants. As a catalyst to help circumvent a downward spiral of unwanted litters, the spaying and neutering of animals is the most humane and cost-effective form of animal control. Polk County is the third largest County in Florida and has an overall poverty level just shy of 20%, almost 9 percentage points above the state average of 11.1%. SPCAF's spay-neuter-vaccinate program provides an affordable option to low income, qualified clients seeking to do the right thing in deterring unwanted litters. Pet owners must prove income eligibility to qualify for SPCAF's low income pet sterilization and vaccination program. The low income sterilization program markets specifically to a population that may otherwise defer responsible pet ownership actions for the sake of basic sustenance decisions pertaining to their family.

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?

Currently there are a multitude of for-profit veterinary clinics operating in Polk County. Surveys of pricing for spay/neuter services among these providers' yields same service pricing that is, on average, minimally 20% higher than that provided by SPCAF. Further examination illustrates the for-profit providers are less likely to adjust their pricing to meet the financial capacities of a client who is economically challenged. In many instances quite simply, the client is referred to SPCAF as a last attempt to do what is right by the animal and preventing unwanted litters.

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 **Pit Bull / large breed dogs** **TNR managed colonies of feral cats** **Community cats (free-roaming and/or owned)** **Other**

TNR Managed Colony Feral Cat Program/Community Cats (Free-Roaming and/or Owned) Program

Define the precise boundaries of the colony or targeted area, including estimate of square miles.

N/A

What is the criteria used for determining the target area(s) and/or eligibility for this program?

N/A

Describe whether the targeted area is rural, suburban, or urban. Is it commercial, residential, agricultural, or a designated special land use?

N/A

Estimated number of cats in the target colony area : 0

Estimated number that are currently sterilized: 0

Projected reduction after utilizing the grant: 0

For TNR program, describe the ability to maintain lifelong care for remaining cats, commitment level of volunteers/organizations, etc.

N/A

Do current city/county ordinances address TNR or free-roaming cats?

No

Please explain what is allowed:

(NOTE: FAF will not fund any program this is inconsistent with local ordinances.)

For TNR program, list any groups or government agencies who support this TNR effort:

N/A

Describe any effort to lessen the negative impact on local wildlife.

N/A

Describe efforts that will be made to mitigate current or potential nuisance issues.

N/A

Will the cats be ear-tipped? Yes

Will the cats be microchipped? No

Provide any additional information that will help the grant selection committee understand how this program will operate to

achieve its goals.
N/A

Objectives

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

As per our mission statement, we seek to engage the entire community in the welfare and well-being of animals. We believe a dramatic step forward in accomplishing this is to continually push the boundaries of spay/neuter services to control unwanted litters leading to overpopulation. Therefore, we ultimately are seeking further reduction to the number of unsterilized pets residing in Polk County. The low-income spay/neuter program goals are: Goal: To humanely reduce the number of homeless unwanted pets in Polk County. 1. Behavior Objectives a. Continue expansion of relationships with community leaders and sister organizations such as the Polk County Sheriff's Office, Animal Services Division. We will collaborative work with them to expand combined efforts while celebrating the successes that are achieved. b. Continue developing model programs to showcase and replicate with other community partners; specifically within new markets where existing pet populations are out of control. c. Continue driving responsible pet ownership education opportunities throughout the community and specifically the importance of spaying/neutering pets. 2. Performance Objectives a. In one-year, we will alter 1,000 pets belonging to low-income residents of Polk County 3. Process Objectives a. We will document the number of dogs and cats by the number of males, females, pregnant females and females in heat in each targeted area. b. We will monitor annual statistics among SPCAF and PCAS, including total impound/intake numbers, stray impound/intake numbers, euthanasia rates, and adoption rates. c. Evaluate results seeking to determine trends and success of our efforts.

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

Simply, implementation of this program will allow SPCAF to confidently market such spay/neuter services to an "indigent" population while emphasizing responsible pet ownership. The mere fact SPCAF will market services means that each client will incrementally add to the total of procedures over and above our base line procedures. As previously mentioned, this economically challenged target population must be incented to properly accommodate sustenance decisions at the family level.

Methods

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

To qualify for SPCAF low-income spay and neuter services for companion animals, pet owners or guardians must demonstrate proof of participation in one of the following needs-based public assistance programs: Children's Health Insurance Plan (CHIP), Major VA Disability, Food Stamps, Medicaid, Social Security Disability (SSD), Women, Infants, and Children (WIC), HUD Section 8 Housing, Supplemental Security Income (SSI), Or Temporary Assistance for Needy Families TANF). All documentation, where appropriate, will be scanned into the client file where it will attach to the electronic medical record. This will ensure all subsequent visits by said client to SCPA Florida are properly addressed.

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

SPCAF has expansive marketing infrastructure to apply to the communication of operational programming and services. These media outlets include traditional lines such as mass print, television and radio opportunities. Details of these programs can be found on our website (www.spcafloida.org). We have also generated significant interest and growth among all social media marketing channels including Facebook (34,000 followers), Twitter (3,000 followers), Instagram (approx 500 followers), and Periscope among others. For 2017, we are actively integrating all media outlets in a coordinating effort to ensure maximum exposure of SPCAF's messaging. Additionally, we have an email database in excess of 30,000 emails derived from multiple sources including our CRM, medical center's POS – Avimark along with shelter POS – Petpoint. We will utilize these contact points by sending periodic promotional emails regarding low cost spay/neuter services among others. Additionally, we are currently exploring text messaging communications to our clients

with texting capabilities, which includes a large proportion of clients. Last, word of mouth advertising is a significant tool for communicating among all populations. We will leverage all of the preceding opportunities to generate word of mouth momentum throughout Polk County regarding our low-income spay/neuter program.

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

Qualified applicants are required to coordinate their own transportation to and from SPCAF. This may include their own vehicles, public transportation, or other newly developed transportation services such as UBER or others. From a cultural perspective, we have evaluated our staff as to their capabilities and interest to provide translation services. Polk County’s largest ethnic population is Spanish speaking. Presently we have four staff members to serve as Spanish conversationalists. In addition, we have developed marketing collateral that is both targeted for English and Spanish speaking populations.

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.

N/A

Veterinary Services

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

Our business model is built on SPCA Florida having nine DVM's FTE's. The majority of our DVM staff will rotate through surgery as needed. If need be, we will solicit the assistance of proven relief DVM's.

Are they: In-house Private Vet(s) Combination

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
SPCA Florida	5850 Brannen Road S.	Lakeland	Florida	33813	863-646-7722	<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	<input type="text" value="\$0.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$25.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$25.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>
Range for Female Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>

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
Rabies Vaccination if Due	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$14.00"/>
Other Vaccination if Due	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$20.00"/>
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 type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$24.00"/>
HW Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Feline Leuk/FIV	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
County License	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
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
Microchip	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" 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 <input type="text" value="\$25.00"/>

None of the anticipated grant funds can be used for any of the above services, except for pain medication.

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

Other fees may include a \$25.00 charge for being in heat or pregnant - dog or cat.

Is this a voucher program? No

If so, how will you assure compliance with the program?

For your voucher program, how have you determined the capacity of the veterinarians listed above to handle the projected capacity?

Will you have the ability to report the number of vouchers issued and the percentage that result in S/N surgeries?

Community Collaboration

To assure the success of your program, are there any local groups (such as rescue groups, animal control agencies, TNR groups, local businesses, local media, social service agencies, etc.) other than your

organization and your cooperating veterinarians who are committed to assist?

Yes No

Please list them and detail their level of involvement with the proposed effort.

Name	Level of Involvement
Polk County Board of Commissioners	The Polk County Board of Commissioners support our low-income spay/neuter services and provided \$14,500 to this program in 2015.
Polk County Sheriff's Office, Animal Control Services	SPCA Florida and Polk County Animal Services work closely in addressing the collective needs of more than 20,000 homeless animals. SPCA Florida is the largest, private, non-profit, animal welfare organization that transfers animals from Polk County Animal Services. SPCA Florida will typically transfer between 900 and 1,200 animals per year from Polk County Animal Services.

Other Information

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

SPCA Florida has operated and provided spay/neuter services to low-income residents of Polk County for the past 37 years. We have gained a significant understanding of our community and have established significant relationships with many government officials, organizations, and individuals since our inception. This gives us the confidence and capability to successfully reduce the number of unwanted puppies and kittens from individuals that otherwise could not support these animals. This funding from Florida Animal Friends would be a great benefit to SPCA Florida in helping us service the community in which we serve.

Budget

Total number of sterilization surgeries projected:

Cats: 315 **Dogs:** 325

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

Average cost/surgery projected: \$40.00

Describe any expenses that are not included in the grant and how they will be paid for (for example, vaccines, microchipping, ear notching, etc.):

Rabies vaccines are required for pets not already vaccinated. Rabies vaccines are \$14.00 and County licensing is included in that price. Other services are available to the client but will not be covered by this grant.

Describe any other funding sources for this program, i.e. other grants, targeted fundraising efforts, budget allocation, etc.

SPCA Florida applies for low-income spay/neuter program support through Polk County's Board of County Commissioners (BOCC) with a varying degree of success. We understand as evidence through several years' of declining support, the BOCC is interested in phasing out their "outside agency" programming. SPCA Florida will however continue to apply as possible. It is through the BOCC support and that of Florida Animal Friends SPCA Florida can continue their perpetual spay/neuter effort, as demand for said services remains consistent and strong. SPCA Florida also continues its general funding raising efforts through the Guardian Angel program. Monies raised through the Guardian Angel program helps SPCA Florida cover the cost of free healthcare provided to our "indigent" population, uncompensated care, which routinely exceeds \$10,000 - \$12,000 per month. Such solicitation efforts include Newsletter and E-blast communications as well as personal asks of individual donors. All monies collected in turn, are allocated through our annual budgetary process.

What percent of the total cost of the program would this projected grant cover?

50

Timeline

All projects must be completed within 12 months of receipt of funding.

Projected start date: 06/01/17/ **Projected end date:** 05/31/18

Unexpended funds

Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project.

Requests for extensions

Requests for time extensions are discouraged and not often granted. If it is imperative to request an extension, such request must be made in writing at least 30 days prior to the end of the project. It is FAF's policy to seldom grant more than a 30-60 day extension.

Failure to submit reports and requests within the required time period will impact your agency's future grant applications.

Future Funding to Sustain Public Spay/Neuter

***Explain how the organization plans to fund this program in the future. Having sustainable plans including other grants, local donations and other services generating revenue enhances the chances of receiving this grant.**

SPCAF routinely applies for various grants in support of meaningful and impactful mission-oriented services. Such funding however cannot be confidently counted on but is extremely appreciated when received. As such and as previously indicated, fiscal year 2015 was a year of transition for SPCAF in many respects, financial included. Our aim has been to diversify our funding model so we do not disproportionately rely on a single source of revenue to sustain our operation. This diversification also relates to grant funding that had grown into a large portion of our budget. Going forward, we will still apply to our funding partners when and where appropriate while seeking alternative funding opportunities as well. Specifically, we have developed a solicitation program designed to create mutually beneficial relationships with our financial supporters and business community. The program integrates our vast marketing resources and focuses those capacities on our financial supporters according to their commitment levels. Doing so creates a win/win relationship for everyone involved either through funding support or business development initiatives supported by a customized marketing plan created for the individual entity. Events also occupy a proportionate share of our philanthropic initiatives. In addition to the new corporate solicitation program above, we continually seek ways to grow the effectiveness of our events through revenue production and/or expense control. We have enjoyed recent success in identifying relational aspects to our service lines as it specifically relates to the interests of our sponsors. As such, we are devising new strategies to possibly market sponsorship of our low-income spay/neuter program in the near future.

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 and promote the sale of the Animal Friend license plate via press releases, newsletters, website links, social media, etc. Please describe your plan to promote the Florida Animal Friend Spay/Neuter License Plate. Grantees are required to submit documentation of promotional endeavors with their final report.**

As an annual sponsor of SPCAF, we will place the Florida Animal Friend Spay/Neuter License Plate program into our Corporate Honor Roll Program referenced above. As such and assuming our request is funded as presented, Florida Animal Friend will enjoy the marketing amenities associated with a \$25,000 sponsorship level. This will include recognition at multiple events in addition to various social media campaigns. Our

social media presence alone is significant with 39,000 followers on Facebook, Twitter fan base in excess of 4,000, and is coupled with a growing presence on Instagram and Periscope. In addition, we will include exposure opportunities through all of the traditional marketing mediums including but not limited to, mass print, targeted print, email campaigns, radio, and television.