

Grant ID: 1834

Title of Proposal: Exceeding Expectations, every spay (and neuter)!

Agency Type: Municipal

Total Funding Requested: \$24,850.00

Check Payable To: DAS Sterilization Fund

Application Information

Demographics

Name of Applicant Agency: Collier County Government

Website Address: www.collierpets.com

Person Submitting Proposal: Darcy Andrade

Position: Division Director

Person Submitting Proposal Email Address: Darcy.Andrade@colliercountyfl.gov

Agency Head: Leo Ochs

Agency Head Email: Leo.Ochs@colliercountyfl.gov

Organization Business Address: 3299 Tamiami Trail East, Suite 202

City: Naples

State: FL

Zip: 34112-5746

Phone (xxx-xxx-xxxx): (239) 252-8383

Fax:

Cell:

Agency Details

Date of 501(c)(3) Incorporation:

Dates of Last Fiscal Year: Begin: 10/01/17 **End:** 09/30/18

Organization Income in Last Fiscal Year: \$344,721.80

Organization Expenses in Last Fiscal Year: \$2,906,803.05

Number of Paid Employees: Full Time: 36 Part Time: 0

Number of Active Volunteers: 235

Total Volunteer Hours per Week: 350.00

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

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

Previous Florida Animal Friend Applications: Years Funded: N/A Year(s) denied/incomplete: N/A

Auto-Generated (Previous Applications):

Grant #	Proposal Year	Proposal Title	Status
1834	2019	Exceeding Expectations, every spay (and neuter)!	Funded

Describe your Organization: Services Provided

Organization Structure:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Open Admission Intake Shelter | <input checked="" type="checkbox"/> City, county, or tribal agency |
| <input type="checkbox"/> Limited Intake Shelter | <input type="checkbox"/> Private nonprofit agency |
| <input type="checkbox"/> Foster Network | <input type="checkbox"/> TNR Group |
| <input checked="" type="checkbox"/> Animal Control | <input type="checkbox"/> Rescue Group |
| <input checked="" type="checkbox"/> Spay/Neuter Services | <input type="checkbox"/> Other |
| <input type="checkbox"/> Other | |

List your current board of directors:

Applicant Qualifications

For your organization, in the last complete fiscal year:

1630 cats and 1863 dogs were admitted.

1241 cats and 1038 dogs were adopted.

168 cats and 60 dogs were euthanized.

711 cats and 627 dogs were sterilized.

Briefly describe your animal programs:

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Stray/Lost pet intake | <input checked="" type="checkbox"/> Foster Program | <input 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 checked="" type="checkbox"/> Cruelty investigation | <input type="checkbox"/> High volume spay/neuter clinic |
| <input checked="" type="checkbox"/> Lost and Found Program | <input checked="" type="checkbox"/> Behavior counseling | <input checked="" type="checkbox"/> Enforcement of ordinances | <input 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 - All dogs, cats, and rabbits are sterilized prior to adoption

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

N/A - All dogs, cats, and rabbits are sterilized prior to adoption.

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

Collier County Domestic Animal Services is an open-admission municipal shelter tasked with enforcing Collier County Animal Control Ordinance. Collier County Domestic Animal Services is a Division of the Public Services Department within Collier County Government. All dogs, cats, and rabbits that are adopted and all dogs and cats reclaimed by their owners (based on first impound) are required to be sterilized prior to leaving the shelter. The shelter has its own veterinary team that includes a fulltime Shelter Veterinarian, two Veterinary Technicians, and one Animal Care Specialist/kennel attendant to support the clinic operations. We also have two relief veterinarians who work 1-2 days a week to help with sterilization. We have an Animal Care Sterilization Trust fund which supports our efforts to offer free and/or low-cost spay and neuter for breeds and types of animals most often relinquished to Collier County Domestic Animal Services.

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?

Collier County Domestic Animal Services employs one fulltime dedicated Shelter Veterinarian and three support staff, and two Relief Veterinarians to sterilize all dogs, cats, and rabbits adopted from the shelter and all dogs and cats reclaimed by their owners. The Shelter Veterinarian performs on average 1,300 surgeries each year, over the last three years. The Shelter Veterinarian can accommodate and increase their surgical capacity by providing an additional 375+ surgeries for the public. This is a new service being provided by Collier County Domestic Animal Services so previous years statistics are unavailable. Our Animal Care Sterilization Trust Fund is new and is still building the reserves to be self-sufficient. Our Animal Care Sterilization Trust fund is funded by: •The license fee from each non-neutered and non-spayed animal license sold. •The license fee for each license sold for dogs and cats less than one year of age. •Spay/neuter fee for reclaimed animals. •Impound fees for animal reclaimed unsterilized. •Grants, gifts, donations, awards of money, and other revenue intended to fund sterilization programs. This grant will help support our mission to

offer free spay and neuter for large breed dogs and community cats until we are able to support the program with our Animal Care Sterilization Trust Fund.

Target Population

Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):	Collier County
Total human population in target area:	372,880
Percent of residents living below poverty in target area:	11.7
Estimated number of pet cats in target area (human population divided by 3.3):	112994
Estimated number of pet dogs in target area (human population divided by 4.0):	93220
Estimated number of feral cats in target area (human population divided by 6.0):	62147
Number of cats admitted to animal control shelters in the target area last year (if known)	1630
Number of dogs admitted to animal control shelters in the target area last year (if known)	1863
Number of cats euthanized in animal control shelters in the target area last year (if known)	168
Number of dogs euthanized in animal control shelters in the target area last year (if known)	60
Please explain if you believe your target area animal population is significantly different than above. The estimated numbers appear to accurately represent the target population in Collier County.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: The substantial sources of cat and dog overpopulation in Collier County may be attributed to the high cost of spay and neuter in the community. There are no low cost clinics to offer these services for the residents of Collier County.	
What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs? There are over 30 veterinarians in Collier County and their cost of sterilization services are cost prohibitive to a large portion of residents. The lowest cost veterinarian is located at the local humane society (Humane Society Naples-HSN). HSN operates a full-service veterinary clinic and their prices, based on their website, start at \$160 for a cat neuter and \$200 for a dog neuter. There isn't any low cost, affordable, spay and neuter clinics in Collier County. This is the reason Collier County Domestic Animal Services is providing these lifesaving services for reduced prices for the public. Even at these reduced prices, pet owners may not be able to afford the cost of surgery. This grant will allow Collier County Domestic Animal Services the ability to offer free spay and neuter for large breed dogs (over 40 pounds or expected to weigh over 40 pounds) and Community Cats.	
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: <input type="checkbox"/> Pets in low-income families <input checked="" type="checkbox"/> Pit Bull / large breed dogs <input type="checkbox"/> TNR managed colonies of feral cats <input checked="" type="checkbox"/> Community cats (free-roaming and/or owned) <input type="checkbox"/> 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.

This grant request is not for TNR efforts but will support community cats. This will include any community cat from Collier County with the exception of tribal land. Collier County is 2,305 square miles. Collier County surrounded to the East by Hendry County, to the North by Lee County, and to the South by Broward County. Collier County is the largest land mass in the State of Florida.

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

The cat must be a community cat and meet the definition of a community cat per Collier County Animal Control Ordinance: Community cat shall mean any un-owned free-roaming cat that has been sterilized, vaccinated against rabies, ear-tipped or ear-

notched, implanted with an RFID, and returned to field and may be cared for by one (1) or more residents of the immediate area who is/are known or unknown.

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

Collier County is comprised of suburban and rural areas consisting of residential, commercial, agriculture.

Estimated number of cats in the target colony area : 10000

Estimated number that are currently sterilized: 8000

Projected reduction after utilizing the grant: 200

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

This is not a TNR request, this is strictly for community cats that are either owned or unowned. Collier County Domestic Animal Services will not be trapping or aiding in trapping cats for this grant.

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

Yes

Please explain what is allowed:

Collier County Animal Control Ordinance Sec. 14-44. - Community cats. 1. Collier County recognizes that there are community cat caregivers and acknowledges that community cats living in colonies may be tolerated living outdoors, provided such cats are properly cared for in accordance with the following requirements: (not enough space to list)

(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 - This is not a TNR grant request. Collier County Animal Control Ordinance supports community cats.

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

Sterilized community cats reduces the number of free roaming kittens born each year who continue the cycle of breeding. Reducing the number of free roaming cats, through sterilization, will reduce the negative impact on wildlife. All community cats are tested for Feline Leukemia prior to surgery. This is to ensure we are not releasing and jeopardizing the health and safety of panthers in Collier County. Cats that test positive are euthanized, sent to rescue, or adopted as indoor cats.

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

Collier County Domestic Animal Services provides brochures regarding the community cat program which addresses wildlife. Animal Control Officers and shelter staff are trained to provide resources and solutions for wildlife concerns.

Will the cats be ear-tipped? Yes

Will the cats be microchipped? Yes

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

This is not a TNR grant request. Collier County Domestic Animal Services will provide free sterilization for community cat caregivers, these animals may be owned, stray, feral, or friendly. The goal is to keep these cats out of the shelter and sterilize them, so they won't continue to reproduce. Once the cats are sterilized, the community cat caregiver will return the cat back home. Statistically only 5% of cats that enter a shelter are claimed by their owners.

Objectives

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

Collier County Domestic Animal Services hopes to provide spay and neuter services for large breed dogs (over 40 pounds or who are expected to grow over 40 pounds) and community cats. Our goal is to perform 100 dog spays, 75 dog neuters, and 200 community cat surgeries. The goal may fluctuate depending on community need and response. 80% of the dogs that enter Collier County Domestic Animal Services are large bully breed type dogs that are very hard to adopt. Most neighborhood Associations ban these types of dog in their communities in Collier County. By sterilizing more dogs, we hope to make a positive impact of our large breed dog population. Pet owners surrender their dogs to our shelter because they can't afford to spay and neuter their pets. By offering resources to the community, we hope to proactively help keep dogs in their home who would normally have long lengths of stay in our shelter before they are adopted. This is also true with community cats. Our goal is to work with community cat caregivers and Good Samaritans who find healthy outdoor cats and offer free spay and neuter as an alternative to surrender. We will also promote

and work with community cat caregivers in Collier County to promote free spay and neuter in hopes of reducing the number of unwanted kittens in Collier County. In 2018, Collier County Domestic Animal Services took in 1,241 stray cats. Out of the stray cats that entered the shelter, only 78 cats were reclaimed by their owners. Offering this valuable service for the community will help with our mission at Collier County Domestic Animal Services: To ensure compliance with local and State animal-related laws; to return strays to their owners and promote the adoption of homeless animals to new families; and to work toward ending the community problem of pet overpopulation.

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

Prior to November 2018 we only offered spay and neuter services for our shelter animals that were currently impounded at Collier County Domestic Animal Services. In 2018, we sterilized 1,365 dogs, cats, and rabbits at Collier County Domestic Animal Services. We introduced our community cat program in November and have performed 95 spay and neuter surgeries for community cat caregivers. We offer a community cat spay/neuter package which includes sterilization, ear tip, rabies vaccination, FeLV test, revolution, and a microchip for \$40. We do not actively promote the program, these are all performed by word of mouth. We also offer low-cost spay and neuter for indoor/owned cats, the cost for this service is \$50 for a cat neuter and \$65 for a cat spay. These do not include any additional services. All fees charged are specified and required by Resolution No. 2018-106. On February 13, 2019 (three weeks), we started a partnership with SNIP Collier to offer low-cost spay and neuter for large breed dogs. We are offering dog spays for \$85 and dog neuters for \$75 for referred dog owners. In the short time we have been working with SNIP Collier, we have already sterilized 17 dogs for pet owners. We are finding even these low-cost surgeries are hard for a lot of dog owners. We currently reserve Wednesdays to perform low cost spay and neuter for dog owners referred to our clinic by SNIP Collier. This program will help us improve our services by allowing us to actively promote the grant to owners of large breed dogs and community cat caregivers. We recently created the Animal Care Sterilization Trust Fund which will also aid us in helping the community by offering free and or low-cost spay and neuter surgeries for breeds and types of animals most often relinquished to Collier County Domestic Animal Services. We will help subsidize the grant and offer free rabies vaccinations and microchips for pet owners through our trust fund. We also hope to use money from the trust fund to provide spay and neuter if the demand exceeds the requested \$24,850 requested.

Methods

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

We will accept dogs over 40 pounds or who are expected to grow over 40 pounds and community cat transported to Collier County Domestic Animal Services by their community caregivers or Good Samaritans who finds a stray, healthy, outdoor cat.

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

We will promote the program on our official social media (Facebook and Instagram) pages and on the volunteer social media pages. On Collier County TV and through Collier County Domestic Animals biweekly show, Happy Tails. We will also actively promote on our website and work with community groups to help promote our program for dogs. We will print flyers, in multiple languages, to provide to the public. Animal Control Officers will also have flyers to handout to pet owners during their investigations and routine calls if they have unsterilized large breed dogs or community cats to help promote the program.

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

We will promote the program in English and Spanish and will create flyers in both languages. We have several Animal Control Officers and staff at Collier County Domestic Animal Services who are bilingual and available to assist with language barriers. We will not be offering transportation; pet owners and community cat caregivers are required to transport the animals.

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

N/A – Collier County Domestic Animal Services staff and volunteers will not be transporting animals for pet owners or community cat caregivers. Owners are required to transport the animals to the shelter for surgery and pickup the animals after surgery.

Veterinary Services

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

All surgeries will be performed by the Shelter Veterinarian and relief veterinarians at Collier County Domestic Animal Services. We will not be using outside veterinarians.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Collier County Domestic Animal Services - Clinic	7610 Davis Blvd	Naple	FL	34104	239-252-9701	<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="\$40.00"/>	<input type="text" value="\$40.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$40.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$75.00"/>	<input type="text" value="\$75.00"/>
Range for Female Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$85.00"/>	<input type="text" value="\$85.00"/>

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked: Required Yes, Fee to client No

	Required, Optional, or Not Offered	Fee to Client?
Examination	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" 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 checked="" type="radio"/> No <input type="radio"/> Yes
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="\$10.00"/>
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="\$5.00"/>
HW Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$15.00"/>
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 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="\$15.00"/>
Ear tipping	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Microchip	<input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input type="radio"/> Yes
Other	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

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:

The grant will cover the cost of the surgery and pain medication for the animals. The rest of the required services will be covered by the Animal Care Sterilization Trust Fund for pet owners who qualify. An owner may elect to pay for additional services such as Heartworm testing and vaccinations at their expense.

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
Camp Many Paws	Works with and refer community cat caregivers to promote our program.
For the Love of Cats	Works with and refer community cat caregivers to promote our program.
Humane Society Naples	Refer pet owners to our program.
Naples Cat Alliance	Works with and refer community cat caregivers to promote our program.
SNIP Collier	Refer dog owners and promote our program.
Volunteer Services for Animals	Refer pet owners and community cat caregivers

Other Information

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

This program will work by actively promoting the grant on social media, working with community partners, referral by Animal Control Officers, and working with dog owners and community cat caregivers trying to surrender their animals to Collier County Domestic Animal Services. All surgeries will be performed in-house. We currently accept community cats for surgery Monday through Friday and dog owners referred by SNIP Collier on Wednesday's. Depending on the demand, we will look at offering additional, designated days to accommodate the public. We are confident that there is a need in our community and our program will be successful with the help of the Florida Animal Friend Grant.

Budget

Total number of sterilization surgeries projected:

Cats: 200 **Dogs:** 175

Total budget requested (Budget should not exceed \$25,000): \$24,850.00

Average cost/surgery projected: \$67.00

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

The grant will cover spay and neuter and pain medication for the animals, it will also include the ear tip for the community cats. The Animal Care Sterilization Trust Fund will cover the cost for the rabies vaccination and microchip. Additional vaccines are offered at low-cost (\$10.00 for dog and cat vaccine, \$10.00 for Bordetella, \$5.00 deworming, \$10.00 for flea medication, \$15.00 for HW test). The pet owner is responsible for these fees if they elect additional services. Collier County Animal Control Ordinance also requires County/Rabies License Tags for all dogs and cats (except ear tipped community cats). Dog owner's will be responsible for purchasing the \$15.00 County Rabies/License Tag.

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

Collier County Animal Care Sterilization Trust Fund will help supplement the program. The Animal Care Sterilization Trust Fund is relatively new and is currently building funds to be self-sufficient. The following fees support and fund the Animal Care Sterilization Trust Fund: •The license fee from each non-neutered and non-spayed animal license sold. •The license fee for each license sold for dogs and cats less than one year of age. •Spay/neuter fee for reclaimed animals. •Impound fees for animal reclaimed unsterilized. •Grants, gifts, donations, awards of money, and other revenue intended to fund sterilization programs.

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

70%

Timeline

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

Projected start date: 10/01/19/ **Projected end date:** 09/30/20

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.**

Our Animal Care Sterilization Trust Fund will fund the program in the future along with applying for additional grants in the future and soliciting donations from the community. Our Animal Care Sterilization Trust fund is funded by:

- The license fee from each non-neutered and non-spayed animal license sold.
- The license fee for each license sold for dogs and cats less than one year of age.
- Spay/neuter fee for reclaimed animals.
- Impound fees for animal reclaimed unsterilized.
- Grants, gifts, donations, awards of money, and other revenue intended to fund sterilization programs.

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.**

Collier County Domestic Animal Services will actively promote the program on their social media pages, website, and on printed literature that is provided to the public. We have a Public Information Office who will help actively promote the program and the Animal Friend License Plates on Collier County Television Channel. We will also issue press releases to promote the program and the Animal Friend License Plates.