

Title of Proposal: Increasing Capacity for TNR in Jacksonville**Agency Type:** Non-Profit**Total Funding Requested:** \$25,000.00**Check Payable To:** Jacksonville Humane Society

Application Information

Demographics

Name of Applicant Agency: Jacksonville Humane Society**Website Address:** jaxhumane.org**Person Submitting Proposal:** Lindsay Layendecker**Position:** Sr. Manager Education and Outreach**Person Submitting Proposal Email Address:** LLayendecker@jaxhumane.org**Agency Head:** Denise Deisler**Agency Head Email:** DDeisler@jaxhumane.org**Organization Business Address:** 8464 Beach Blvd**City:** Jacksonville**State:** FL**Zip:** 32216**Phone (xxx-xxx-xxxx):** 904-493-4613**Fax:****Cell:**

Agency Details

Date of 501(c)(3) Incorporation: 05/20/1981**Dates of Last Fiscal Year:** Begin: 01/01/18 End: 12/31/18**Organization Income in Last Fiscal Year:** \$6,059,750.00**Organization Expenses in Last Fiscal Year:** \$3,975,659.00**Number of Paid Employees:** Full Time: 55 Part Time: 8**Number of Active Volunteers:** 300**Total Volunteer Hours per Week:** 519.00**How did you learn of the 2009 Florida Animal Friend grant competition?** Previous Recipient**Year(s) of previous Florida Animal Friend grants (if applicable):****Previous Florida Animal Friend Applications:** Years Funded: 2012, 2014 Year(s) denied/incomplete: 2016, 2017, 2018

Grant #	Proposal Year	Proposal Title	Status
183	2010	Spay Neuter And Protect (SNAP)	Denied
327	2012	Jacksonville Community Cat Spay/Neuter Initiative	Funded
1411	2014	Jacksonville Fix Under 6 Spay/Neuter Program	Funded
1640	2016	Fix Before Six 2016	Denied
1708	2017	Pet Safety Net	Denied
1802	2018	Fix Cats & Kittens	Denied
1845	2019	Increasing Capacity for TNR in Jacksonville	Funded

Describe your Organization:**Services Provided** **Open Admission Intake Shelter** **Limited Intake Shelter****Organization Structure:** **City, county, or tribal agency** **Private nonprofit agency**

<input type="checkbox"/> Foster Network
<input type="checkbox"/> Animal Control
<input checked="" type="checkbox"/> Spay/Neuter Services
<input checked="" type="checkbox"/> Other Pet Retention Services

<input type="checkbox"/> TNR Group
<input type="checkbox"/> Rescue Group
<input type="checkbox"/> Other

List your current board of directors:

Name	Title	Phone	Occupation
Able Harding	Secretary	904-725-8766	Iberia Bank
Alexis Kane	Board Member	904-725-8766	Community Advocate
David Caldwell	Board Member	904-725-8766	Jacksonville Jaguars
Gary Meeks	Board Member	904-725-8766	Community Advocate
Joey Kelly	Board Member	904-725-8766	Florida Blue
Kathy Caldwell (no relation to David)	Board Member	904-725-8766	Acosta
Kristine Cherek	President	262-327-6286	Community Advocate
Linda Stein	Board Member Emeritus	904-725-8766	Community Advocate
Lisé Everly	Vice President	515-240-1289	Community Advocate
Michael Gehlen	Board Member	904-725-8766	Citi Bank
Randy Goodwin	Board Member	904-725-8766	PRI Productions
Sean Lueck	Treasurer	904-505-6572	Florida Blue
William Meyher	Board Member	904-725-8766	Ascension

Applicant Qualifications

For your organization, in the last complete fiscal year:

5739 cats and 3125 dogs were admitted.

4791 cats and 2685 dogs were adopted.

183 cats and 37 dogs were euthanized.

3465 cats and 1042 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 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?

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 out this program.

Founded in 1885, the Jacksonville Humane Society has proudly served residents in northeast Florida for 134 years. JHS is proud to offer our community a wealth of services including pet adoption, pet safety nets, humane education and veterinary services. The Jacksonville Humane Society (JHS) is seeking funding for spay and neuter surgeries for unaltered, free-roaming cats in Jacksonville to decrease the number of kittens entering shelters in Jacksonville. All surgeries will be done in house by our veterinary team. All grant funding will be used to increase the capacity of TNR for cats in Jacksonville. JHS runs a low-cost public animal hospital which sees an average of 21,000 clients annually and performed 4,507 spay and neuter surgeries in 2018 - 857 more than the previous year. The program will be supervised by Nikki Harris, Chief Operations Officer and Dr. Stan Hill, DVM, Chief Medical Officer.

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?

JHS currently sterilizes all animals prior to adoption in addition to providing spay and neuter services to the public at affordable prices. In 2018, our animal hospital performed more than 4,500 sterilization surgeries. JHS also has experience in providing free or low-cost spay and neuter

programs that are funded via generous grants. In 2017 and 2018, we provided over 3,000 feral cat surgeries thanks to grant funding from PetSmart Charities. This funding is no longer available. JHS is only able to offer free spay/neuter programs to the public when they are generously funded by charitable foundations. In Jacksonville, a limited number of free surgeries are funded by the City of Jacksonville from its pet license fees in an effort to target sources of shelter intake. Through the Duval Cat Fix program, funded by the city of Jacksonville, free-roaming or owned cats will be spayed or neutered at no cost at a spay/neuter clinic in Jacksonville until funding is exhausted. However, Jacksonville is the 12th most populated city in the United States with more than 800,000 citizens and a poverty percentage (17.7) above both the state and national average. Our kitten intake numbers have been rising for the past four years despite innovative strategies to prevent surrender. When these factors are taken into consideration, it is evident that there are simply not enough free surgeries for feral cats available to meet the needs of our community.

Target Population

Geographical target area (name of city, county, zip codes, geographical Information service (GIS), etc.):	Jacksonville
Total human population in target area:	892,062
Percent of residents living below poverty in target area:	17
Estimated number of pet cats in target area (human population divided by 3.3):	270322
Estimated number of pet dogs in target area (human population divided by 4.0):	223016
Estimated number of feral cats in target area (human population divided by 6.0):	148677
Number of cats admitted to animal control shelters in the target area last year (if known)	11875
Number of dogs admitted to animal control shelters in the target area last year (if known)	7484
Number of cats euthanized in animal control shelters in the target area last year (if known)	773
Number of dogs euthanized in animal control shelters in the target area last year (if known)	485

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

The number of kittens entering Jacksonville shelters has risen by an average of 552 kittens per year since 2015. At JHS, our kitten intake increased by 1,002 kittens in 2018 compared to 2017. Of this increase, 85% came to JHS as stray or found kittens. Using this data, we can conclude that the number of unaltered, free-roaming cats in Jacksonville is higher than the amount listed above.

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

The most substantial source of cat overpopulation in Jacksonville is unaltered, free-roaming cats. When analyzing data from both our facility and our partners at the municipal city shelter, Animal Care and Protective Services, we have continued to see a rise in kitten intake over the course of three years with the main intake stream being stray kittens. JHS has a robust pet safety net program that provides a variety of services to keep pets in homes and this program succeeded in keeping 3,035 owned pets, including kittens of accidental birth to owned cats, out of our shelter in 2018. JHS has and will continue to implement innovative systems to provide alternatives to the surrendering of kittens. In 2018, we piloted a "3-Steps to Saving Kittens" strategy with grant funding that kept 236 kittens out of the shelter from May to October. However, even with these programs in place, we are still seeing a rise in the number of kittens arriving at Jacksonville shelters. Considering these factors, we can conclude that the most substantial source of cat overpopulation comes from unaltered, free-roaming cats.

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?

The following resources are available for the trap, neuter and return of free-roaming, unowned cats in Jacksonville: The Duval Cat Fix program, funded by the city of Jacksonville, allows residents to fix up to 6 pet or feral cats for free while funding lasts. As of mid-February 2019, this funding was more than 50% exhausted. A local spay/neuter clinic facilitates the "Duval Cat Fix" program and when funds are gone, the cost is \$40 or more to TNR a cat. Citizens must drop off and pick up feral cats at this clinic, located on the north side of Jacksonville. Jacksonville is the largest city in the continental United States at 875 square miles. Only having one location where free/low-cost surgery for feral cats is available makes TNR a challenge for our citizens, as a drive across town can be upwards of 45 minutes, and this would require two trips from citizens over the course of 2-3 days. Cats in traps are not allowed on Jacksonville public transit. For several years, the local spay/neuter clinic used to pick up cats who were surrendered as strays from the city municipal shelter, perform surgery and return to the field. This "return to field" practice was an excellent option for unsocialized kittens and cats who are not adoption candidates, which is common best practice for animal shelters. It only required one visit to the shelter by citizens and the shelter staff would even transfer a cat from a carrier to a feral trap as required by the clinic, eliminating the need for the public to own or borrow traps. However, the spay/neuter clinic ended this community service in December of 2018. Additionally, they changed their policy to require kittens to be 3 lbs. instead of 2 lbs. for spay/neuter, even with feral kittens. This means that good Samaritans who find stray cats and kittens and bring them to the city shelter have to then drive to another location, drop off the cat, return after the surgery is done the next day or two, then return the cat to where it was found. The spay/neuter clinic also requires that all cats be in humane traps and that kittens be at least 3 lbs, adding another barrier. Since these changes occurred in December of 2018, JHS has seen an average increase of 50 stray cats/kittens per month. At JHS, we offer surgeries for feral cats for \$40-60 depending on sex. We use our hospital for in-house surgery of animals waiting for adoption and owned pets from the public, which makes appointments a necessity. We will transfer cats to traps for citizens and will alter kittens at 2 lbs or higher. We do accept walk-ins if space is available but often, especially during kitten season, our schedule is full. We acknowledge that appointments are not always an option for feral cats as it depends on the trapping being a success, which is why your support is crucial for JHS to be able to increase our capacity of feral cat surgeries in Jacksonville. During prior periods of funding for feral cat surgeries, JHS was able to host drop-off days for cat surgery which is much more ideal.

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.
Our targeted area is Jacksonville city limits, which is 875 square miles, 86% of which is land.

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

We proudly collaborate with our municipal shelter, Animal Care and Protective Services, to ensure lifesaving outcomes for animals, regardless of the shelter they enter in Jacksonville. Each year we compare data and collaborate to solve problems facing our community. For the past three years, the zip codes that record the highest intake for stray cats and kittens differ based on the shelters and are inconsistent year to year. For these reasons, we would like to offer free surgeries for any feral

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

Jacksonville is primarily urban, with residential and commercial use.

Estimated number of cats in the target colony area : 148677

Estimated number that are currently sterilized: 40000

Projected reduction after utilizing the grant: 625

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

The Jacksonville Humane Society has been maintaining community support for our programs since our founding in 1885. We offer a pet food bank and feral caretakers are welcome to come if they show proof that they are using TNR to manage their colonies. It has been our experience that the people trapping the cats are the ones caring for them. Jacksonville has a long history of supporting community cats, and our city ordinance Section 463.321(b) offers protection for them. JHS works every day to en

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

Yes

Please explain what is allowed:

The Jacksonville City Ordinances allow for Community Cat Management Initiatives, requiring that managed colonies be on the property of the caregiver or with permission of the property owner, that the cats are sterilized, vaccinated and ear-tipped and that the manager provide nutrition and medical care.

(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:

The Jacksonville Humane Society and Animal Care and Protective Services support the TNR program in Jacksonville.

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

When there is concern about wildlife areas, JHS works to find a new location for the cat rather than returning to their original location. However, this is a rare occurrence, as we know that this is not in the best interest of the cat and not in accordance with national organization recommendations. JHS continues to provide education and research to our community, which explains that TNR is the best solution for population control for unowned and unaltered free-roaming cats.

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

Although JHS does not handle code enforcement or nuisance animal complaints for our community, this is a concern that we still take very seriously. JHS trains our staff to provide information to concerned citizens that outlines the benefits of sterilization in ending nuisance behavior while connecting them with community resources, whether it is surgery via our facility or others in the area.

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.

The Jacksonville Humane Society has been diligently working to solve the problem of rising kitten intake in our shelters. Your grant will allow us to sterilize an additional 625 unaltered, free-roaming cats in our community, which is the biggest source of kittens in our community. According to the Florida Animal Friend website, "in seven years, one female cat and her offspring can produce an incredible 370,000 kittens." If we assume that half (312) of the 625 cats are female, we estimate that we

Objectives

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

The goal of sterilizing 625 unaltered, free-roaming cats in Jacksonville is to lower the overall intake of kittens under 5 months of age to shelters in Jacksonville by 10%.

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

JHS does not have the budget to provide free sterilization of free-roaming cats without the support of grant funds. Therefore, your grant would allow us to increase the capacity of our feral cat surgeries. As explained, the options for the public to find convenient and free TNR in Jacksonville are minimal. With a grant from Florida Animal Friend, JHS can provide 625 surgeries to feral cats in Jacksonville with same day drop off and pick up at no cost to our citizens.

Methods

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

JHS' priority is managing the cat population in Jacksonville to reduce kitten intake at shelters and support our community through the humane control of free-roaming cats by providing free sterilization. We believe that putting barriers in place is counterproductive to our overall goal and mission. We recognize that citizens who come to us want to do the right thing for the animals and trapping cats is not a small task. In 2018, JHS ran a similar program and asked only for proof of residency or proof that the cats came from Jacksonville. For example, we had a caretaker who lived in Clay County but worked in downtown Jacksonville. She wanted to get help for the cats but was not a Duval resident. We asked her to simply bring a work ID with her when she dropped off the cats, and she was able to fix 8 unaltered, free-roaming cats in a very commercial, urban section of Jacksonville.

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

JHS will use our social media channels, email list and website to advertise the program. We estimate that we reach 138,000 followers every month with these outlets. JHS has two standing television spots on the noon news at two local stations; we will use these appearances to promote the program. Additionally, we will post on free sites such as Craigslist and Next Door. We will also work with our partners at Animal Care and Protective Services to alert citizens of the program – whether that be citizens that officers meet in the field, those who file nuisance complaints about cats or customers in person at their facility. JHS ran a similar program in the summer of 2018 with the support of another foundation and we found that we did not have to advertise to the level we expected. The demand was so great that with a few social media posts, an ad on Craig's List and a note on our website, we were able to perform 1,770 surgeries in six months. This 2018 program also helped us develop relationships with citizens who trap cats in our area and we will reach out to them personally if we are awarded this grant.

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

JHS is centrally located in Jacksonville. Our center has easy access to four major roadways including Interstate 95. We can provide same-day surgery, so caretakers will only need to find transportation for one day, or they are welcome to wait at JHS. JHS trains our staff to provide compassionate customer service to all clients in person, over the phone or via digital communication. We have an extensive intake diversion program that focuses on providing options and meeting pet owners "where they are" to provide the best outcome for the animal in need, so our staff has experience working with a diverse array of citizens. We also have two bilingual employees who speak English and Spanish, and we even an employee who is fluent in American Sign Language.

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.

Veterinary Services

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

All surgeries will be performed in our hospital by JHS veterinarians.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Jacksonville Humane Society	8464 Beach Blvd	Jacksonville	FL	32216	904-725-8766	<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	\$0.00	\$40.00	\$40.00
Range for Female Cats	\$0.00	\$40.00	\$40.00
Range for Male Dogs	\$0.00	\$0.00	\$0.00
Range for Female Dogs	\$0.00	\$0.00	\$0.00

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

Required, Optional, or Not Offered	Fee to Client?
Examination <input 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 checked="" type="radio"/> No <input type="radio"/> Yes
Other Vaccination if Due <input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication <input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication <input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
HW Testing <input type="radio"/> Required <input type="radio"/> Optional <input checked="" 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 type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Ear tipping <input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Microchip <input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
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:

Our cost to stage the capacity building surgeries is approximately \$40 per cat. This includes staffing plus costs for disposable surgical supplies, medications, and vaccinations. This is allocated for in our general operating budget. JHS has excellent relationships with several veterinary supply and pharmaceutical companies, and we seek donations to cover costs throughout the year.

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

Name	Level of Involvement
Jacksonville Animal Care and Protective Services	ACPS will support this program by providing information to citizens via their officers in the field, city call center and citizens who come to their shelter. They will work to identify cats for the program and citizens who will benefit, ACPS will share the program information with their followers on social media, as well as promote the Florida Animal Friend license plate in their shelter and online.

Other Information

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

With your support, this grant will provide 625 additional surgeries in our community to help humanely manage the cat population in Jacksonville and lower the growing number of kittens entering our shelters every year. Surgeries will be no cost for free-roaming, unaltered cats in Jacksonville. Our veterinarians or relief veterinarians hired to work in our hospital will provide surgeries at JHS. Community caretakers can drop off and pick up cats on the same day.

Budget

Total number of sterilization surgeries projected:

Cats: 625 Dogs: 0

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.):

Exams and ear tipping will be performed at no cost by JHS staff and veterinarians. JHS has an excellent relationship with several veterinary pharmaceutical and supply companies. We will seek donations of parasite controls and vaccinations. All other expenses will be covered by community donations. There will be no cost to the caretaker. Jacksonville city ordinance does not require a license for community cats, so there is no cost associated with licensing.

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

JHS has allocated other expenses to be covered via our general operations budget, however, we are seeking grants to assist with spay/neuter and working with individual donors to support TNR in Jacksonville. We would like to do a robust digital campaign focused on kittens and cats to help fund other costs associated with this program and increase our capacity for surgeries. The last digital campaign that we did in 2018 raised almost \$10,000 in 7 days.

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

60

Timeline

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

Projected start date: 09/01/19/ **Projected end date:** 08/31/20

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.**

JHS has a dynamic development team that works to fundraise a \$4.5 million budget every year. JHS is continuously seeking grants and while we seek funding opportunities for all aspects of our mission, we are focused on reducing the number of kittens who arrive at JHS by providing free surgeries for cats in our community. JHS just finished a five-year capital campaign and we are successfully converting campaign donors into annual donors through our Leadership Giving Society. Additionally, JHS has a robust Paw Partner program for corporations that brings in \$150,000+ in donations every year. JHS has a strong online presence and in 2018, we were able to fundraise more than \$50,000 via direct solicitations on Facebook. We plan to continue this in 2019 with an even more targeted strategy. In November of 2017, JHS moved into our brand new Adoption, Education and Pet Help Center. Our new building features two education spaces. In 2018, we launched our humane education program that

includes children's camps and pet training courses, resulting in over \$80,000 in revenue. Additionally, our rooms have hosted a variety of revenue-generating events including cat yoga, paint your pet and a children's pajama party. In 2019, we are expanding into room rentals and birthday parties. We predict our education and special event revenue will exceed \$100,000 in 2019 and look forward to engaging our community through these unique experiences that support pets in need.

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.**

JHS has a page on our website focused solely on honoring the foundations that lend their support to our mission. Additionally, JHS will advertise the program and promote license plate sales in the following ways: 1) Scheduled social media posts on Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube, reaching more than 75,000 followers. 2) E-Blasts to our 30,000 email subscribers. 3) Information including a link to purchase the license plate on our website homepage, which garners 35,000 views each month. 4) Press releases to local media to advertise campaign and provide education. 5) Mentions on each of our two weekly local television news spots. Additionally, JHS has a wonderful relationship with Curtis Dvorak, a local television personality and host of morning talk show "First Coast Living". Curtis often partners with JHS to give us 3-5 minutes of free air space to talk about our mission and opportunities for the community to help. If selected for a grant, JHS would ask Curtis to have us come on his show to promote this program and discuss how the sale of license plates helps make it possible.