

Grant ID: 1894

**Title of Proposal:** Affordable Spay and Neuter**Agency Type:** Non-Profit**Total Funding Requested:** \$25,000.00**Check Payable To:** Justin Bartlett Animal Rescue

## Application Information

## Demographics

**Name of Applicant Agency:** Justin Bartlett Animal Rescue**Website Address:** justinbartlettanimalrescue.org**Person Submitting Proposal:** Janet Diamond**Position:** Outreach Coordinator**Person Submitting Proposal Email Address:** justinbartlettcommunitycoord@gmail.com**Agency Head:** Peter Torres**Agency Head Email:** peter.torres40@gmail.com**Organization Business Address:** 10405 Southern Blvd.**City:** Royal Palm Beach**State:** FL**Zip:** 33411**Phone (xxx-xxx-xxxx):** 561-795-9999**Fax:****Cell:**

## Agency Details

**Date of 501(c)(3) Incorporation:** 04/23/2012**Dates of Last Fiscal Year: Begin:** 01/01/19 **End:** 12/31/19**Organization Income in Last Fiscal Year:** \$184,735,100.00**Organization Expenses in Last Fiscal Year:** \$1,856,033.00**Number of Paid Employees:** Full Time: 10 Part Time: 12**Number of Active Volunteers:** 320**Total Volunteer Hours per Week:** 5600.00**How did you learn of the 2009 Florida Animal Friend grant competition?** Previously submitted an application in 2018 The staff and volunteers are supporters of the license plate program and therefore aware of the grant.**Year(s) of previous Florida Animal Friend grants (if applicable):****Previous Florida Animal Friend Applications:** Years Funded: 0 Year(s) denied/incomplete: 2018**Auto-Generated (Previous Applications):**

Grant #	Proposal Year	Proposal Title	Status
1822	2019	"Paw"Pulation Control	Denied
1894	2020	Affordable Spay and Neuter	Funded

## Describe your Organization:

## Services Provided

- Open Admission Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other full service veterinarian hospit

## 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
Debra Mammino	CFO	561-307-8154	Rescue Manager
Don Wulff	Vice President	561-603-1568	Hospital Manager
Janet Diamond	Director	561-414-5437	Community Outreach Manager
Peter Torres	President	561-248-8148	CEO

**Applicant Qualifications**

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

**94 cats and 474 dogs were admitted.**

**74 cats and 377 dogs were adopted.**

**0 cats and 0 dogs were euthanized.**

**343 cats and 1025 dogs were sterilized.**

**Briefly describe your animal programs:**

- Stray/Lost pet intake
- Foster Program
- Wellness services to understand pet owners
- Volunteer Program
- Owner surrendered animals
- Food Bank
- Cruelty investigation
- High volume spay/neuter clinic
- Lost and Found Program
- Behavior counseling
- Enforcement of ordinances
- Full service wellness clinic
- Adoption Program
- 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.**

For the past 8 years, Justin Bartlett Animal Rescue has been providing a spay and neuter service through our low cost hospital, to the community with clients paying \$150 for dogs and \$80 for cats. This amount is affordable for most, but for some this amount is too costly. Our goal is to increase the number of spay and neuters by an additional 200 dogs and 200 cats and with grant funding we will be able to achieve this goal by reducing the cost to qualified clients. Low income clients in targeted areas who qualify would pay \$25.00 for dogs and \$20.00 for cats making spay and neuter affordable to a greater number in these focused communities. Dr.Rita Montano, Medical Director with over 18 years of experience, oversees the surgical programs. There is 1 full time and 6 per diem veterinarians plus 3 surgeons. They are supported by 7 Veterinary Technicians, 3 Veterinary Tech Assistants and 8 Veterinary Tech Interns from the community high school VetTech program.

**If you currently have a program for sterilization of cats and/or dogs, describe your current level of funding and productivity and why additional resources are needed?**

We have a low cost veterinary hospital that was founded in 2015 to handle a high volume of spay and neuters and help people in the community who cannot afford some of the high costs to take care of their pets. In 2019, 1,368 dogs and cats were sterilized at our hospital. In order to offer a reduced rate for the surgery, funding is needed with the balance being absorbed by Justin Bartlett Animal Rescue. A payment from qualified low income pet owners in targeted communities would pay \$25 for sterilization of dogs and \$20 for cats. We would increase the number of sterilizations at the hospital to 400 more animals through the grant an increase of 29.2% Currently, funds for less financially fortunate pet owners comes from Justin Bartlett hosting events, seeking funds for special cases on social media and soliciting sponsors and donors as well as our Angel Fund. The Angel Fund was created by the hospital staff to help clients who face financial hardships with their animals that need urgent care. We are capable of doing more in the targeted communities with additional financial resources.

**Target Population**

<b>Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):</b>	33417,33461,33460
<b>Total human population in target area:</b>	100,694
<b>Percent of residents living below poverty in target area:</b>	21.9,20.8,28.7
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	30514
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	25174

<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	16783
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	N/A
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
We believe the targeted animal population is higher than above. Research shows the correlation between poverty and pet ownership. The poverty rates are 11.8% US and 13.4% in Palm Beach County. The three targeted areas are significantly higher than the nation and county: West Palm Beach zip code 33417 is 21.9%, Lake Worth zip code 33461 is 20.8% and Lake Worth zip code 33460 is 28.7%. Many living in poverty are headed by a single female parent and on average have 1.8 pets. Sterilization of a dog or cat is a financial hardship. Many owners want their dog or cat to have at least one litter. Some do not realize that these unwanted animals who do not find homes end up abandoned, on local streets, in shelters and increase the number of animals euthanized. To reduce the number of dogs and cats entering shelters or being abandoned, affordable spay and neuter is critical. Currently, the wait time to have a dog spay at Palm Beach Animal Care and Control is greater than three months.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
In the targeted areas there is a correlation between poverty and low preventative veterinarian care for the animals. There is a lack of spay and neuter education, low visibility of animal rescues in the communities to educate the residents on spay and neuter programs, sterilization of an animal is often not affordable nor is it a priority. Currently, the wait time to have a dog spayed at Palm Beach Animal Care and Control is greater than three months. As a result, this may lead to more unwanted pregnancies and litters adding to the overpopulation in these targeted areas. Dogs are popular to breed with litters being sold or given away. This adds to the overpopulation in these focused areas.	
<b>What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs?</b>	
Palm Beach County's primary low-cost spay/neuter provider is Animal Care and Control and Peggy Adams Animal Rescue League both in West Palm Beach. We are very fortunate to have these resources in our county; however, the biggest issues facing pet owners is affordable sterilization and the wait time to have their pet spay/neutered. Peggy Adams Animal Rescue charges \$150.00 to spay/neuter a dog and at Palm Beach Animal Care and Control there is a current three month wait time to spay a dog. Many in these targeted communities cannot afford the sterilization cost as many families struggle financially to take care of their families. The three communities have a combined population of over 100,000 with many pets, strays and abandoned animals in these areas. There are many disadvantaged pet owners who do not have access or the financial means to sterilize their pets.	
<b>Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant:</b>	
<input checked="" type="checkbox"/> <b>Pets in low-income families</b> <input type="checkbox"/> <b>Pit Bull / large breed dogs</b> <input type="checkbox"/> <b>TNR managed colonies of feral cats</b> <input type="checkbox"/> <b>Community cats (free-roaming and/or owned)</b> <input type="checkbox"/> <b>Other</b>	

### 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?**

Yes

**Please explain what is allowed:**

N/A

**(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?** No**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)?**

Our objective is to increase spay/neuter of cats by 200 and dogs by 200 to low income qualifying residents. The cost to qualified owners would be \$25 for dogs and \$20 for cats. Pet owners in the targeted areas do not have access to affordable spay and neuter for their pets. By having a focused campaign to target these areas we will be able to offer more spay and neuter surgeries to qualified pet owners. This is an increase of 29.2% over the current baseline of spay/neuters.

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

Currently, Justin Bartlett Animal Rescue is not able to reduce even more the cost of spay and neuter surgeries to low income residents because we do not have the general operating funds. Last year, we performed 1,368 low cost spay and neuters. We estimate that an additional 400 sterilizations can be provided to low income pet owners through this grant increasing the number of spay/neuters by 29.2%.

## Methods

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

Eligibility criteria we will use is proof of government/social welfare programs. Accepted programs include: Free or Reduced school lunch, WIC (Women, Infants and Children), SNAPP (Supplemental Nutrition Program) previous year W2, SSI (Supplemental Security Income) TANF (Temporary Assistance for Needy Families)

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

We will have a marketing campaign focused on these targeted communities. Currently, our Community Outreach staff visits schools in these areas to educate students on spay/neuter and humane animal care. We will increase the number of schools visited and use all school resources available to promote the program including: resource officers, parent groups, school clubs, after school programs. We will work to increase student volunteers to work with us in the communities. We will hand out visual flyers that show how we plan to help their animal through spay/neuter. Flyers will be placed in grocery stores, community centers, with local partners, other rescue groups, the media, boys and girls clubs and community-based social service agencies. We will place ads in local free newspapers. Social media, including Facebook and Instagram will be used to connect with other rescue organizations, Humane Society, businesses, partner with Chamber of Commerce and the cities of Lake Worth and West Palm Beach to promote the spay and neuter program.

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

Printed materials will be in English, Spanish and Creole. The staff including veterinarians, veterinary technicians, volunteers are bilingual with culturally diverse backgrounds. Illiteracy and cultural hurdles are eased by showing and demonstrating how to care for pets.

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

No, eligible clients will bring their pets to the Justin Bartlett Animal Hospital.

## Veterinary Services

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

Our in- house veterinarians will perform the spay and neuter surgeries at our hospital which is open 7 days a week.

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

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Dr. Dysert	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr. Rita Montano	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input checked="" type="checkbox"/>
Dr. Wapner	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr. Waters	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr.Caraballo	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr.Hunte	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr.Paulsen	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>
Dr.Poderski	10405 Southern Blvd.	Royal Palm Beach	FL	33411	561-795-9999	<input type="checkbox"/>

**Fee Range**

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) and not for other items such as vaccines, testing, licensing, and capital purchases.

	Amount Paid by Client	Amount Paid by Project	Total Amount
<b>Range for Male Cats</b>	<input type="text" value="\$20.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$70.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$20.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$70.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$25.00"/>	<input type="text" value="\$75.00"/>	<input type="text" value="\$100.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$25.00"/>	<input type="text" value="\$75.00"/>	<input type="text" value="\$100.00"/>

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

	Required, Optional, or Not Offered	Fee to Client?
<b>Examination</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Rabies Vaccination if Due</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$15.00"/>
<b>Other Vaccination if Due</b>	<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"/>
<b>Pain Medication</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Parasite Medication</b>	<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"/>
<b>HW Testing</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Feline Leuk/FIV</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$25.00"/>
<b>County License</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Ear tipping</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Microchip</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$20.00"/>
<b>Other</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

**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 above required services fees are available to the client at a discounted fee.

**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
Chris Allen Realty	One of the largest real estate and builders in South Florida. They are one of our sponsors and they promote every project we do; they will promote the Florida Animal Friend spay/neuter license plate program also.
Horses and Hounds Charitable Foundation	The Founders of Horses & Hounds are sponsors of Justin Bartlett Animal Hospital. They will promote the Florida Animal Friend spay/neuter license plate program on behalf of our rescue on social media. The Foundation has hosted fundraisers for the hospital to cover medical costs for pets when the owners were unable to afford treatment and at these events we will provide them with the RakCards to display the license plate spay/neuter program. Additionally, they are financial donors to the hospital and promote our successes and efforts on their social media pages.
Keller Williams Realty	The are an in kind sponsor who will make a video describing the spay/neuter program, show puppies and dogs about to be spay/neutered, include the Rak Card visual and promote on their social media pages as well as our own. Currently, they support our rescue by creating a video that features a pet each week which is posted on their social media pages, our pages and uploaded to YouTube.
Loxahatchee Animal Rescue LARC	A non-profit animal rescue organization who will share the spay/neuter project with their data base.
Manheim of the Palm Beaches	This is a local corporate sponsor who employees over 2000 people. We will distribute flyers to their management about the Florida Animal Friend spay/neuter license plate program educating them on how the purchase of a plate helps the animals and supports the work of rescue groups.
Petco stores	We currently do adoptions at three Petco locations where we can place posters, and Rak Card marketing material. Many student volunteers from more than 10 high schools volunteer for our rescue. They will be ambassadors for us to encourage other students and teachers to purchase a spay/neuter license plate
Rising Star Rottweiler	A non-profit animal rescue located in Lake Worth, FL with volunteers in the targeted zip codes for this project will assist us in marketing the spay and neuter project.
South Florida Link Coalition	We have been involved with this organization for the past 5 years. When an animal is rescued from a domestic dispute, we are one of the rescues they call and with no questions asked, we accept the animal into our program until the pet and owner can be reunited. The president will support and share the spay/neuter with affiliates.
Town Crier Newspaper	We have an ongoing relationship with the newspaper. They send representatives to events we host, volunteer with us and promote our efforts
Wellington Magazine	For the past two years, the magazine promotes each month the dogs and cats in our rescue that are available for adoption or need a foster. They also place ads about upcoming events we are hosting in the magazine. They will promote the spay/neuter program in the monthly magazine issues.

## Other Information

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

In 2018, the rescue experienced two outbreaks of the Parvo virus from three pregnant dogs and their litters we rescued which created a financial deficit of \$8,682. The three mom'ma dogs had litters of 9 puppies or more and each litter was infected with the Parvo virus. Additional rescue and vet tech staff were brought in to keep these litters quarantined while they received testing, meds and care to save them. We did not allow volunteers to work with these litters and added more paid experienced staff to focus only on these litters. Those technicians in both the kennel and hospital were not handling any other animals, thus requiring additional staff for the other rescued dogs and cats. Additional veterinarian staff were working overtime also to care for these pups. The practices we have in place with new rescued litters, including isolation, quarantine and staff procedures remain in place. We have a large volunteer staff, followers, business partners and sponsors who are actively involved in our ongoing efforts to improve the welfare of rescued animals. They will support the spay/neuter by participating in steps to get the word out to the targeted communities, participating in the different campaigns in the focused communities and reaching out to their contacts for support in the planned action steps. We will work with community leaders and other rescues to make this a community effort to spay and neuter the animals in the targeted community. We have an online system to track the number of spay/neuters completed, experienced hospital staff and veterinarians to complete the goals, bilingual doctors, staff and volunteers to work with the community and monthly targeted objectives to achieve the goals.

## Budget

### **Total number of sterilization surgeries projected:**

**Cats:** 200 **Dogs:** 200

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

**Average cost/surgery projected:** \$63.00

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

Expenses not covered by the grant will be paid for by the client at a reduced rate.

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

We will continue to fund spay and neuter through The Pegasus Foundation, The Angel Fund, The Petco Foundation, Horses and Hounds Charitable Foundation, and corporate sponsorship. Monthly fundraisers will continue at events, using social media and through community outreach programs to businesses and schools to fund spay/neuter.

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

42%

## Timeline

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

**Projected start date:** 09/01/20/ **Projected end date:** 08/01/21

### **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.**

Spay and neuter services is part of the foundation of our rescue. No dog or cat is adopted out of our program that has not been spayed or neutered. We will continue to seek grants throughout the year that support spay and neuter. Monthly fundraisers will target spay and neuter to the focused low income communities. Community outreach to school clubs educating students and staff about spay and neuter will continue. Community collaboration and partnering efforts with businesses and donors will be geared to offset costs and help spay and neuter more pets in the communities. The Florida Animal Friend Spay/Neuter License Plate will be promoted to increase awareness of how the money from the sale of the license plate is used to help those who need it the most. Lastly, we will continue to seek grant support for spay and neuter from Petco Foundation, Pegasus and Horses and Hounds Foundation.

## 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.**

We have over 22,000 followers and will use social media, Twitter, Facebook and Instagram platforms to promote the grant. The Florida Animal

Friend Spay/Neuter License Plate Rak Cards will be on the main page of our web site with a description about the program. We will issue a press release and announce at our 5 signature annual events where over 500 people will be in attendance. Through our Community Outreach staff, students about to receive a driver's license will see how the purchase of the Florida Animal Friend Spay/Neuter License Plate helps the neediest of animals and the rescue groups who work to help. At our daily adoption sites, the Florida Animal Friend Spay/Neuter License Plate Marketing and Rak Card material will be displayed encouraging others to support this effort. The program will be displayed both in our hospital and rescue and will be included in presentations made at local events and schools.