

Grant ID: 1916

**Title of Proposal:** Free Spay Neuter Program

**Agency Type:** Non-Profit

**Total Funding Requested:** \$24,937.50

**Check Payable To:** St. Augustine Humane Society

Application Information

Demographics

**Name of Applicant Agency:** St. Augustine Humane Society

**Website Address:** www.staughumane.org

**Person Submitting Proposal:** Carolyn Smith

**Position:** Executive Director

**Person Submitting Proposal Email Address:** admin1@staughumane.org

**Agency Head:** Carolyn Smith

**Agency Head Email:** admin1@staughumane.org

**Organization Business Address:** 1665 Old Moultrie Rd

**City:** St. Augustine

**State:** FL

**Zip:** 32084

**Phone (xxx-xxx-xxxx):** 904-829-2737

**Fax:** 904-824-8817

**Cell:** 904-315-0625

Agency Details

**Date of 501(c)(3) Incorporation:** 01/01/1980

**Dates of Last Fiscal Year: Begin:** 01/01/19 **End:** 12/31/19

**Organization Income in Last Fiscal Year:** \$1,056,475.97

**Organization Expenses in Last Fiscal Year:** \$806,150.00

**Number of Paid Employees:** Full Time: 9 Part Time: 7

**Number of Active Volunteers:** 26

**Total Volunteer Hours per Week:** 188.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** word of mouth, previous applicant, license plates

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

**Previous Florida Animal Friend Applications:** Years Funded: 2014, 2016, 2018 Year(s) denied/incomplete: 2010, 2011, 2013

**Auto-Generated (Previous Applications):**

Grant #	Proposal Year	Proposal Title	Status
133	2010	St. Augustine Humane Society Spay/Neuter Assistance Grant	Denied
262	2011	Stray and Feral Cat Fix	Denied
364	2013	Fix-it Fund for Low Income Pet Owners and Displaced Housecats	Denied
1420	2014	Onsite Spay and Neuter Clinic	Funded
1677	2016	Free Spay Neuter Program	Funded
1799	2018	Free Spay Neuter Program	Funded
1916	2020	Free Spay Neuter Program	Funded

**Describe your Organization:**

**Services Provided**

Open Admission Intake Shelter

**Organization Structure:**

City, county, or tribal agency

- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other
- Private nonprofit agency
- TNR Group
- Rescue Group
- Other

**List your current board of directors:**

Name	Title	Phone	Occupation
Amy Craft Moll	Secretary	904-501-7602	business owner
Bill Gregory	President	904-669-9049	business owner
Bonnie Hayflick	Director	904-612-4419	P R consultant
Christina Bentley	Director	904-669-5546	Real Estate
Kristin Sebastian	Director	904-599-2507	business owner
Lynne Catoggio	Treasurer	386-793-0071	Law enforcement officer
Ron Faircloth	Vice President	904-669-5430	law enforcement
Sam Williams	Director	904-669-4260	law enforcement
Sonya Genovar Jensen	Director	904-669-1564	business owner
Zack Miller	Director	904-651-8958	Attorney

**Applicant Qualifications**

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

- 0 cats and 0 dogs were admitted.**
- 0 cats and 0 dogs were adopted.**
- 0 cats and 0 dogs were euthanized.**
- 1620 cats and 825 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.**

The St. Augustine Humane Society (SAHS) transitioned from a shelter to a safety net resource center in 2009 to better serve our community. Our programs are designed to prevent the needless relinquishment of pets to shelters with directed efforts on spay/neuter services to help reduce shelter intake. We are governed by a Board of Directors made up of business owners, law enforcement officers, and other professionals. Business operations, strategic planning, and program development have strengthened under the leadership of our Executive Director, Carolyn Smith, who has maintained this role since 2011. Both the wellness and spay/neuter clinics are staffed by our Veterinarian, Dr. Lauren Rockey, three experienced Vet Techs, and a dedicated crew of volunteers. We have also been fortunate to be the recipients of the WorkStarter.org program, which has awarded us with Vet Tech interns three years in a row. These WorkStarter individuals are recent high school graduates who train with our veterinary team for a full year before starting their careers with other veterinary clinics. We are proud to be able to start these young professionals on their career paths. Our Operations Manager, Jeannie McLain, has been with the SAHS since 2012, and currently oversees client services and manages the staff. Our Resource Coordinator position was created to match clients with available resources, and is led by our former Vet Tech, Chantelle Bessett, whose outstanding communication skills were a perfect match for this position. Chantelle counsels pet owners to determine their needs, many of which can be fulfilled through SAHS internal safety net services; such as our pet food pantry, dog training, grooming, clinic, financing, etc. She also researches and provides access to outside community services, such as pet friendly housing, human medical services, and food & clothing pantry services. Other key team members include our Master Groomer, Director of Development, Volunteer

Coordinator, and Dog Trainer. The SAHS has been a certified ASPCA Spay/Neuter Alliance clinic since 2015. Just last year, our veterinary team spent a week of retraining in Asheville, NC.

**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 are committed to maintaining a low-cost structure to ensure that all pets have access to quality veterinary care regardless of their owners' financial circumstances. Our objective is to remove all barriers and excuses which prevent pet owners from sterilizing their animals. In 2019, we performed 2,445 sterilizations, and are poised to increase that number dramatically due to the completion of our renovation, which includes 1,200 square feet of additional surgical space. The fundraising and development efforts done in 2017 and 2018, along with our conservative financial policies, have put us in a favorable position to expand services without the burden of bank loans. Additional spay/neuter equipment was obtained through an ASPCA grant award. Though we expected to complete our construction project by the end of 2018, there were a number of hurdles to overcome with county permitting. However, we finally made it through that process, and now have our grand opening planned for April 2020, with final payments to the general contractor being made at that time. We will now have the ability to potentially double the number of pets serviced in both the wellness clinic and spay/neuter center. Our goal is to increase the sterilization numbers each year until the need is lessened. Funding for operations and facility-related costs will continue to be sustained through reliable resources, such as the revenue generated from wellness clinic fees and our grooming program, private donations, special events, and support from grants and foundations. Sadly, even with our low-cost fees, these services can be out of reach for pet owners experiencing the greatest need. We know that more pet owners would access sterilization for their pets if the rate was free because we see a substantial drop in sterilization appointments when the grant funding is exhausted. With the help of Florida Animal Friend, Inc., we can offer low-income pet owners our spay/neuter services at no cost while continuing to focus specialized efforts on cat populations.

**Target Population**

<b>Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):</b>	St. Johns Co
<b>Total human population in target area:</b>	254261
<b>Percent of residents living below poverty in target area:</b>	6.6
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	77049
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	63566
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	42377
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	1728
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	903
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	815
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	92

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

We believe the data to be correct. We did not include "owner requested" euthanasia as reported by the SJC Pet Center, because those numbers are controlled by the pet owners, not the agency. Although we have included all of St. Johns County, we know from experience that the primary focus will be in zip code 32084, which has a poverty rate of 20.7% according to the US census data. Because we are centrally located and adjacent to the poorest areas of the county, we believe most of targeted animal population is also in close proximity to our facility. We also serve many homeless residents who may not be included in the census numbers, many of whom are within walking distance to our clinic. As a result, we believe our focused geographic area has a much higher percentage of residents living in poverty than the overall poverty level of St. Johns County.

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

National statistics reveal that unaltered pets of low-income pet owners contribute to 85% of the unwanted pet population. Because we see these pet owners firsthand as they seek services in our low-cost wellness clinic and pet food pantry, we are confident that providing free spay/neuter services is a vital part in the effort to reduce the number of surrendered and euthanized cats and dogs. Cats are at the highest risk due to their prolific nature, so that even middle-income cat caregivers have difficulty obtaining the sometimes multiple surgeries needed.

**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?**

Private practice veterinary hospitals in the area offer spay/neuter services with fees ranging from \$200 to over \$600. Of the practices with fees on the lower end, there are generally added costs which drive the total fee higher. Other options include First Coast No More Homeless Pets (FCNMHP), the Clay County Humane Society, and Flagler Cats in Bunnell, but each of these facilities are distance prohibitive. With our on-site surgeon, pet owners can be confident that quality follow-up care will be provided when needed. Being the only ASPCA Spay/Neuter Alliance clinic in St. Johns County, we have the ability to deliver higher spay/neuter numbers in our targeted population, but, in order to provide these services for free, additional funding is required.

**Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant:**

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

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

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

N/A

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

N/A

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

N/A

**Estimated number of cats in the target colony area :** 0

**Estimated number that are currently sterilized:** 0

**Projected reduction after utilizing the grant:** 0

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

N/A

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

No

**Please explain what is allowed:**

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

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

N/A

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

N/A

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

N/A

**Will the cats be ear-tipped?** Yes

**Will the cats be microchipped?** No

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

N/A

**Objectives**

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

Our goals with the FAF grant funds are: 1. Target low-income pet owners and cat caregivers. 2. Sterilize approximately 530 animals: 150 dogs and 380 cats. 3. Offer the surgery free to qualified low-income dog and cat owners with only a \$10 admin fee. 4. Offer the surgery free to community cat caregivers with a \$10 admin fee, regardless of their financial situation. The admin fee will mitigate the cost of rabies vaccines when needed, and the FAF contribution will pay for the actual surgery. Should a pet owner be unable to pay the admin fee, it will be covered by the SAHS through Directors' Fund or other discounts. 5. Aim for a reduction in shelter intake and shelter euthanasia.

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

We sterilized 2,376 dogs and cats from September 2018 through September 2019, which showed a 23% increase in sterilizations from the previous year. We believe this is in direct correlation to the FAF funded surgeries performed during that time period. We estimate that of all of the surgeries we performed, most families met our low-income guidelines. When the FAF funding was exhausted, a significant number of pet owners were still unable to schedule surgeries due to financial concerns. In many of these cases, we subsidized their surgeries with our Cookie Jar and Directors' funds. Our fiscal year 2019 produced a total of 2,445 surgeries. We hope to realize a significant increase over last year's total with 530 additional surgeries offered free of charge for 2020-2021, positively impacting pet owners and cat caregivers in our community.

## Methods

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

A current photo ID will be used to determine an individual's residency, and documented proof of income-based assistance will be used to determine need. Low-income eligibility will be provided to any pet owner who can 1) demonstrate their participation in a public assistance program such as food stamps, Medicaid, SSI, etc., or 2) declare their household income is at or below 150% of the 2018-2019 poverty level as shown on a 2019 W-2. Should the client be unable to produce these documents, they will not be turned away, but instead will be asked to sign an affidavit expressing their need. Eligibility requirements will be clearly posted on applications, flyers, our website, and any other associated published materials.

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

One of our long time Board Members is a professional PR consultant who prepares and distributes stories and announcements to her media contacts. We will also leverage our existing relationships with the local newspaper, The Record, and with a local radio station, WSQS. Our vet, Dr. Rockey has participated in a number of live radio interviews, discussing our spay neuter programs. In-house prepared flyers and FAF supplied materials will be distributed at our facility, at locations visited by our target audience, and SAHS events. The information will be featured on our street-sign marquee, website, monthly e-newsletters, and social media. We will continue to partner with Home Again St. Johns through their outreach teams to assist homeless pet owners.

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

SAHS overcomes these barriers in multiple ways. We are able to provide transportation to and from our clinic when needed as outlined below. We have an excellent relationship with both the St. Johns County Sheriff's Office and the St. Augustine Beach Police Department, with whom we rely infrequently for communications with certain clients. Outreach and one-on-one counseling is offered by our Resource Coordinator. Our volunteer team includes Pet Advocates who work with each pet owner individually to ensure they understand the process and paperwork. One of our Vet Techs is bilingual, and is able to assist Spanish speaking clients. Lastly, our flyers contain clear, concise imagery regarding our services.

### 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.

Our volunteer team includes a designated driver to serve as a taxi, and already performs this service on regular basis for pet owners without transportation. The owner must accompany the pet to our clinic, and therefore does the "handling" of their own pet. We carry full liability insurance on our volunteer driver.

## Veterinary Services

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

Our staff veterinarian, Dr. Lauren Rockey, will be performing all surgeries in-house. We perform surgeries every Tuesday and some Fridays. Since our new surgery wing is now complete, we are currently advertising for another veterinarian to fill additional surgery days.

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

## Veterinary Practices

### 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="\$10.00"/>	<input type="text" value="\$30.00"/>	<input type="text" value="\$40.00"/>
Range for Female Cats	<input type="text" value="\$10.00"/>	<input type="text" value="\$45.00"/>	<input type="text" value="\$55.00"/>
Range for Male Dogs	<input type="text" value="\$10.00"/>	<input type="text" value="\$62.50"/>	<input type="text" value="\$72.50"/>
Range for Female Dogs	<input type="text" value="\$10.00"/>	<input type="text" value="\$80.00"/>	<input type="text" value="\$90.00"/>

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**  Required  Optional  Not Available       No  Yes

**Rabies Vaccination if Due**  Required  Optional  Not Available  No  Yes

**Other Vaccination if Due**  Required  Optional  Not Available  No  Yes

**Pain Medication**  Required  Optional  Not Available  No  Yes

**Parasite Medication**  Required  Optional  Not Available  No  Yes

**HW Testing**  Required  Optional  Not Available  No  Yes

**Feline Leuk/FIV**  Required  Optional  Not Available  No  Yes

**County License**  Required  Optional  Not Available  No  Yes

**Ear tipping**  Required  Optional  Not Available  No  Yes

**Microchip**  Required  Optional  Not Available  No  Yes

**Other**  Required  Optional  Not Available  No  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:**

An exam is performed on animals prior to anesthesia. Feral cats are examined after anesthesia. To ensure compliance with state and local rabies laws, we will provide the rabies vaccination at no additional charge as needed. Elective vaccinations are provided with affordable pricing. Every dog and cat will receive appropriate pain medications. All community cats will receive the rabies and distemper vaccinations, and their ear will be tipped. Community cats will also receive a long-lasting injectable pain medication. Topical flea prevention will be applied at no charge to those cats who appear to have a flea infestation.

**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
Home Again St. Johns	Outreach teams bring homeless pet owners to us for spay neuter services. We sometimes take our veterinary team to their facility to provide vaccines and pet food
Legal Aid St. Johns County	We have an attorney on our Board, who will promote the service to those clients in need
Rotary Club	Our Director of Development is an officer with the Sunrise Rotary Club of St. Augustine, and regularly gives presentations regarding our spay neuter efforts.
St. Augustine Record	Our local newspaper is supportive of the program and will advertise at no cost
St. Johns County Pet Center	Referral source for people needing pet care assistance and low-cost spay neuter
St. Johns county Sheriff's Office	Three of our Board members are in law enforcement, and will network within the community

## Other Information

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

Our goal is to create an environment for disadvantaged pet owners which facilitates accessible spay/neuter surgeries and veterinary care. If pet owners do not necessarily qualify under the FAF guidelines set forth but still need assistance, they are not turned away but are helped through our other financial assistance programs, such as Scratchpay financing options. Though our facility is open six days a week for in-person assistance, we want to make sure information and pre-registration is available at all times and have implemented online and email accessibility. Due to the current COVID-19 restrictions of social distancing, we are encouraging our clients to contact our vet by email for medical questions at tempvet@staughumane.org. We have also employed additional safety protocols including staggered appointment times and curbside service with extra sanitation between each pet and owner contact. As the COVID-19 restrictions are relaxed, we will reevaluate the efficiency of these procedures to determine whether we want to retain or change them. Our physical expansion of 1,200 square feet of surgery space is complete, and we are adding staff and surgery days as soon as the COVID-19 restrictions are lifted. We believe even more people than usual will need our safety net services, and the Florida Animal Friend grant funding will allow us to reach a new segment of our community over the next several months. We maintain a humane trap depot for community cat caregivers, and will be purchasing 55 new traps since our supply has diminished over time. Our Director of Development has applied for grant funding to purchase these traps from another source, but we are prepared to incur this expense internally if needed. At the conclusion of the FAF grant period, we will produce a report including statistical data of animal species and gender, low-income status of pet owner, and other specific details of animal.

## Budget

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

**Cats:** 380 **Dogs:** 150

**Total budget requested (Budget should not exceed \$25,000):** \$24,937.50

**Average cost/surgery projected:** \$48.00

### **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 \$10 admin fee per animal paid by the owner will mitigate the cost of a rabies vaccine and certain parasite controls if needed. Optional services that are elected by the pet owner will be at the owner's expense. Community cat packages are all inclusive as outlined on our pet owner application. These and other expenses associated with the program will be covered by SAHS operating funds and additional donations. Costs of outreach, including printing and staff time, will be absorbed by our public relations and humane education programs.

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

The program will also be supported through budget allocation. With aggressive marketing of the program, we are confident our regular supporters will step up to donate additional funds. Our vendors have also been very generous in the past, and we will request additional discounts on supplies, drugs, and vaccines to supplement the program. We are encouraged that we might also receive grant funding from our local Rotary Club. We also recently received \$32,000 from ASPCA to supplement our spay/neuter equipment in an effort to grow our overall spay/neuter program.

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

80

## Timeline

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

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

### **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.**

Our high-volume, low-cost spay/neuter program is based on the self-sustaining standard created by ASPCA Spay/Neuter Clinic model. Being able to offer the high number of free surgeries that comes with the FAF grant is what truly makes an impact on the overpopulation problem. Our Director's Fund, personally funded by our Board of Directors, was established to support free sterilizations. We also maintain a Cookie Jar fund to give additional financial help where needed. We regularly access each of those accounts to augment the spay/neuter program. Our newly appointed

Director of Development has prepared an annual development plan which includes fundraising events, planned giving, grant writing, individual, and corporate contribution avenues through direct mail, newsletters, online campaigns, and more.

## 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.**

The St. Augustine Humane Society is grateful and proud to work with Florida Animal Friend, and will promote the organization in all media opportunities. We will publicly recognize to donors and guests how the partnership with the Florida Animal Friend program has helped make a difference in our efforts to reach more pet owners in need. Our annual Pin Up Paws Party is our main fundraiser, and FAF will be identified in our printed program as well as in our acknowledgement video. We will feature the FAF logo and/or license plate on associated print materials, in press releases, social media accounts, and our website to recognize and link to Florida Animal Friend efforts. We will include information on our monthly e-newsletter reaching over 2,400 subscribers. We will also highlight your support at events, in our lobby, and on our roadside marquee, drawing the attention of over 2,000 motorists who drive past it each day.