

Grant ID: 1988

Title of Proposal: Increasing Feline Surgeries & Decreasing Kittens**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:** 8464 BEACH BLVD, Jacksonville Humane Society**Person Submitting Proposal:** Lindsay Layendecker**Position:** Assistant Development Director**Person Submitting Proposal Email Address:** LLayendecker@jaxhumane.org**Agency Head:** Denise Deisler**Agency Head Email:** DDeisler@jaxhumane.org**Organization Business Address:** 8464 BEACH BLVD, Jacksonville Humane Society**City:** Jacksonville**State:** FL**Zip:** 32216**Phone (xxx-xxx-xxxx):** 904-493-4616**Fax:****Cell:**

Agency Details

Date of 501(c)(3) Incorporation: 05/20/1981**Dates of Last Fiscal Year: Begin:** 01/01/20 **End:** 12/31/20**Organization Income in Last Fiscal Year:** \$5,992,714.00**Organization Expenses in Last Fiscal Year:** \$4,319,642.00**Number of Paid Employees:** Full Time: 55 Part Time: 15**Number of Active Volunteers:** 300**Total Volunteer Hours per Week:** 480.00**How did you learn of the 2009 Florida Animal Friend grant competition?** JHS is a proud recipient of previous grants.**Year(s) of previous Florida Animal Friend grants (if applicable):****Previous Florida Animal Friend Applications:** Years Funded: 2019, 2014, 2012 Year(s) denied/incomplete: 2016, 2017, 2018**Auto-Generated (Previous Applications):**

| 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 |
| 1988 | 2021 | Increasing Feline Surgeries & Decreasing Kittens | Funded |

**Describe your Organization:
Services Provided****Organization Structure:**

- Open Admission Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other
- City, county, or tribal agency
- Private nonprofit agency
- TNR Group
- Rescue Group
- Other

List your current board of directors:

| Name | Title | Phone | Occupation |
|------------------|----------------------------|--------------|----------------------------------|
| Abel Harding | Secretary | 904-553-4781 | Iberia Bank - First Horizon Bank |
| Bruce Coggins | Member | 904-553-5512 | Hartzell Propeller |
| Dina DeMarco | Member | 904-502-6246 | Hueman |
| Eric Bruder | Member | 973-943-1473 | University North Florida |
| Gary Meeks | Member | 904-610-7847 | Community Advocate |
| Heather Yearwood | Member | 352-359-5549 | PGA Tour |
| Kathy Caldwell | Member | 404-661-1732 | Sanofi |
| Kristine Cherek | Board Chair/President | 262-327-6186 | Florida Coastal School of Law |
| Linda Stein | Board Member Emeritus | 904-730-2889 | Community Advocate |
| Lise Everly | Board Vice Chair/President | 904-551-5250 | Community Advocate |
| Sean Lueck | Treasurer | 904-505-6572 | Florida Blue Cross Blue Shield |

Applicant Qualifications

For your organization, in the last complete fiscal year:

4588 cats and 2696 dogs were admitted.

3530 cats and 2361 dogs were adopted.

168 cats and 24 dogs were euthanized.

4521 cats and 2181 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?

0

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

N/A

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

N/A

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

This program will be overseen by JHS Director of Operations, Lauren Jackoweic, and Chief Medical Officer, Dr. Stan Hill, DVM. Lauren has worked at JHS for 8 years and in that time has managed our adoption, pet safety net, shelter medical and intake programs. In addition to his work as the Chief Medical Officer at JHS, Dr. Hill is a past president of the Jacksonville Veterinary Medical Society. Dr. Hill recently led his team through training at the ASCPA Humane Alliance program to help improve practice and efficiency at the JHS hospital.

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 offers low-cost spay/neuter to the public for owned pets. JHS also does spay/neuter for all pets prior to adoption at JHS. However, JHS cannot offer free TNR surgeries for community cats without support from grants or gifts from major donors. It is with your support that we are able to truly increase the number of surgeries for free-roaming cats in our community.

Target Population

| | |
|---|-----------------------|
| Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.): | Jacksonville, Florida |
| Total human population in target area: | 911,507 |
| Percent of residents living below poverty in target area: | 14.1 |
| Estimated number of pet cats in target area (human population divided by 3.3): | 276215 |
| Estimated number of pet dogs in target area (human population divided by 4.0): | 227877 |
| Estimated number of feral cats in target area (human population divided by 6.0): | 151918 |
| Number of cats admitted to animal control shelters in the target area last year (if known) | 7791 |
| Number of dogs admitted to animal control shelters in the target area last year (if known) | 5426 |
| Number of cats euthanized in animal control shelters in the target area last year (if known) | 328 |
| Number of dogs euthanized in animal control shelters in the target area last year (if known) | 221 |
| Please explain if you believe your target area animal population is significantly different than above. | |
| The number of kittens entering Jacksonville shelters lowered in 2020, however, we do attribute this to two factors: the COVID-19 pandemic and the use of our Kitten Crusaders program. For this reason, we are also examining 2019 as a reflection of our area's animal population. Using data from both years, we can conclude that the number of unaltered, free-roaming cats in Jacksonville is higher than the number 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 five years with the main intake stream being stray kittens. Although there was a decrease in animal intake last year, including kittens, we believe that this was due to the municipal shelter closing for sixteen weeks during 2020 due to COVID-19. JHS has a robust pet safety net program that provides a variety of services to keep pets in homes and a successful program just for kittens, called Kitten Crusaders. This program helped keep nearly 1,000 kittens out of the shelters in 2020. However, even with these programs in place, we are still seeing a staggering amount of kittens being born and brought to our community's shelters. Ideally, we will see a decrease in kittens in both Kitten Crusaders and overall shelter intake. 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 Duval Cat Fix program, which is funded by the City of Jacksonville and executed by a local spay/neuter clinic, allows residents to fix up to six pet or feral cats for free while funding lasts. This program begins in January of each year. As of March 1, 2021, this funding was 50% exhausted. This program is open to both pet and feral cats, which reduces the number of surgeries available for community cats without traditional homes. Community cats are the greatest source of kittens entering our shelters. In an effort to alter more cats and reduce the number of kittens entering shelters, the Jacksonville Humane Society (JHS) has sought funding to offer free surgeries for community cats. Thanks to the support of Florida Animal Friend and others, JHS was able to alter more than 600 additional cats in our community in 2020. Unlike the Duval Cat Fix which is funded by the municipal government each year, JHS's capacity to perform surgeries dependent upon grant funding. A local spay/neuter clinic facilitates the Duval Cat Fix and when funds are gone, the cost is \$40 or more for trap neuter return (TNR) of a feral cat. This is only available at one clinic, located on the north side of Jacksonville. Jacksonville is the largest city in the continental United States in land area at 875 square miles. Only having one location makes TNR a challenge for the average citizen, as it can be upwards of forty-five minutes to drive to this location. It would be two trips over the course of two or three days. Animals are not allowed on public transit or via ride-exchange services. These obstacles mean that the majority of trapping is done by unsolicited volunteers and not accessible by the average citizen. The local spay/neuter clinic had a partnership with the municipal shelter to perform return to field for cats surrendered as strays. This involved picking up cats brought to the shelter by well-meaning citizens, performing surgery, and then returning them to their home territory. This helped to manage the population of unfixated, outdoor cats and was a useful alternative for many citizens who did not have the tools or experience necessary to trap cats. Unfortunately, the spay/neuter clinic ended this partnership in 2018. Good Samaritans who now find stray cats and take them to the municipal shelter must now acquire a humane trap, transfer the cat into the trap themselves, drive to the spay/neuter clinic, return in two days after surgery is done and then return the cat on their own. The majority of citizens are unable or unwilling to take these extra steps. This has led to an increase of kittens entering our shelter to more than 4,000 in the past several years. JHS practices return to field for cats who enter our shelter as strays. Citizens are asked to return for the cats, but it is not required. JHS staff will return cats if citizens are unable. JHS continues to seek funding for feral cat and kitten surgeries so we can offer them to community at no cost, with the goal of reducing the number of unaltered community cats in Jacksonville and thereby lowering the number of kittens entering shelters. | |
| 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(s) of the spay/neuter project proposed for this grant: | |
| <input type="checkbox"/> Pets in low-income families <input type="checkbox"/> Pit Bull / large breed dogs <input type="checkbox"/> TNR managed colonies of feral cats <input checked="" type="checkbox"/> Community cats (free-roaming and/or owned) <input type="checkbox"/> Other | |

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

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

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. By comparing data, we have found that the zip codes with the highest intake of stray cats and kittens have differed from year to year. For this reason, we would like to offer the free surgery to any community cat in Jacksonville.

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 : 151918

Estimated number that are currently sterilized: 50000

Projected reduction after utilizing the grant: 5000

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

Jacksonville has a long history of supporting community cats, and our city ordinance Section 463.321(b) offers protection for them. JHS is Jacksonville's second oldest non-profit and has a strong reputation in the community. JHS also has a staff member dedicated to managing volunteer trappers.

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

Yes

Please explain what is allowed:

As stated in Sec 462.312b of the municipal code, "The City of Jacksonville recognizes the need for innovation in addressing the issues presented by feral, free-roaming and other community cats. To that end it recognizes that there are community care givers of cats, and acknowledges that properly managed community cats may be part of the solution to the continuing euthanasia of cats." Community cats are exempt from leash laws and licensing.

(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 resolve rising kitten intake in our shelters. Your grant sterilize an additional 625 free-roaming cats in our community, which is the biggest source of kittens. 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 can prevent the births of more than 5,000 kittens.

Objectives

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

With a grant award of \$25,000, JHS will perform 625 spay/neuter surgery on community cats and kittens in Jacksonville. In doing so, we estimate that we can keep the number of kittens entering our shelter to less than 3,400, which is approximately a 10% decrease for the average kitten intake in the last three years.

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

JHS is unable to offer free TNR to the public without supporting grant funds. This means that your grant will add existing surgeries to our community as opposed to funding surgeries that would have otherwise occurred. 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 community 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, some caretakers live in surrounding counties but work in Jacksonville. They care for cats at their office complexes or buildings. These cats would still be eligible for the grant if the caretaker can show proof that they are in Jacksonville, such as a picture or work ID.

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 200,000+ 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. Thanks to your support, we were able to offer free surgeries in the spring and summer of 2020. Not only did JHS win a grant award from Florida Animal Friend, but we also executed the FAF grant award for Animal Care & Protective Services. We helped advertise for both grants. 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 complete the surgeries for both grants. Our 2019 and 2020 efforts with TNR 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.

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.

Transportation is only done by the client.

Veterinary Services

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

Surgeries will be performed at the Jacksonville Humane Society via our veterinary team.

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, which is required) and not for other items such as testing, licensing, and capital purchases. However, \$2 per animal of grant funds can be used for rabies vaccination.

| | 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 <input style="border: 1px solid black; width: 60px; text-align: center; margin-left: 5px;"/> \$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 which is required and \$2 per animal for rabies vaccination.

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 news, 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 |
|-------------------------------------|--|
| Animal Care and Protective Services | ACPS will support our efforts by identifying citizens and cats who would benefit from the program and referring them to JHS, both via their call center and via officers in the field. ACPS will also promote the program on social media. |
| First Coast News (ABC/NBC) | Will allow a segment on their daytime talk show "First Coast Living" to discuss the program and promote the license plate |
| | |

| Name | Level of Involvement |
|----------------------------------|---|
| WJCT (NPR Local Radio Affiliate) | Will do a story on the community cat clinics and how the community can help with kitten population. |
| WJXT News | Will allow a segment on their daytime talk show "River City Live" to discuss the program and promote the license plate. |

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 I will provide surgeries at JHS on Sundays for the community. 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 staff time in the budget for community cat clinics on Sundays.

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

100

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All projects must be completed within 12 months of receipt of funding, with the final report submitted no later than September 1 of the following year.

Projected start date: 08/01/21/ **Projected end date:** 08/01/22

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 \$5.4 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 recently finished a five-year capital campaign and we are successfully converting campaign donors into annual donors through our Leadership Giving Society. Additionally, JHS has seen great fundraising success via digital campaigns that raised an additional \$200,000 during 2020 and is continuing these efforts into 2021. JHS has excellent relationships with several foundations that support spay/neuter and animal welfare initiatives, as well as foundations that support our human health services via our pet safety net programs. We recently executed a Feline Frenzy grant with Alley Cat Allies and has submitted a proposal for 2021. JHS applied for \$2,069,125 in grant funds in 2020 and was awarded \$1,371,350.

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 is excited to promote the license plate program in the following ways: 1) Scheduled social media posts on Facebook, Twitter, Instagram, LinkedIn, Pinterest, TikTok and YouTube, reaching more than 110,000+ followers. 2) E-Blasts to our 50,000+ email subscribers. 3) Information including a link to purchase the license plate on our website homepage, which garners 40,000+ 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 the hosts of two local "daytime" talk shows: First Coast Living and River City Live. These shows air twice a day on local ABC/NBC and CW affiliates. JHS can arrange a segment on each show that discusses the license plate and how it makes a difference in our community. Each segment is 3-5 minutes of air time. JHS promoted the license plate on First Coast Living for our 2019 grant award. JHS also has a program called Florida Leaders in Lifesaving that is focused on reducing the deaths of shelter pets statewide. This statewide collaboration allows us to network and form impactful relationships with shelters across the state. This work includes helping communities garner support for TNR and community cat programs. Florida Leaders in Lifesaving is a great way for JHS to spread the news about the license plate program to cities and counties throughout the Sunshine State.

Number of FAF specialty plates on vehicles of staff and/or volunteers:

3