

Grant ID: 2066

**Title of Proposal:** RTF Funding for Pinellas Cats Alive! program

**Agency Type:** Non-Profit

**Total Funding Requested:** \$24,992.00

**Check Payable To:** Friends of Strays

Application Information

Demographics

**Name of Applicant Agency:** Friends of Strays, Inc

**Website Address:** friendsofstrays.org

**Person Submitting Proposal:** Dara Eckart

**Position:** CEO

**Person Submitting Proposal Email Address:** dara@friendsofstrays.org

**Agency Head:** Dara Eckart

**Agency Head Email:** dara@friendsofstrays.org

**Organization Business Address:** 2911 47th Ave N

**City:** Saint Petersburg

**State:** FL

**Zip:** 33714

**Phone (xxx-xxx-xxxx):** 727-522-6566

**Fax:**

**Cell:** 812-340-4492

Agency Details

**Date of 501(c)(3) Incorporation:** 09/27/1980

**Dates of Last Fiscal Year: Begin:** 01/01/21 **End:** 12/31/21

**Organization Income in Last Fiscal Year:** \$2,512,023.00

**Organization Expenses in Last Fiscal Year:** \$1,522,162.00

**Number of Paid Employees:** Full Time: 20 Part Time: 1

**Number of Active Volunteers:** 104

**Total Volunteer Hours per Week:** 77.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** Facebook

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

**Previous Florida Animal Friend Applications:** Years Funded: Year(s) denied/incomplete: 2020

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

Grant #	Proposal Year	Proposal Title	Status
1924	2020	Friends of Strays TNVR Support	Denied
2066	2022	RTF Funding for Pinellas Cats Alive! program	Funded

Describe your Organization:

Services Provided

- Open Admission Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other

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
Alison Barlow	Secretary	727-735-1402	Non Profit Executive Director
Arin Greenwood	Member	202-674-0122	Author/Attorney
Barry Rubin	Vice President	727-409-8463	Business Owner
Elizabeth McMurray	Treasurer	727-479-4794	Association Executive Director
Eve Epstein	Member	202-604-0507	Attorney
Mike McKenny	Member	727-512-6281	Business Owner
Mo Eppley	President	727-686-2146	Business Owner
Rosa Lopez	Member	813-539-4019	IT consultant

**Applicant Qualifications**

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

**2297 cats and 434 dogs were admitted.**

**1130 cats and 417 dogs were adopted.**

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

**3927 cats and 263 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.**

Friends of Strays is St. Petersburg's oldest no-kill shelter. In our earlier days, any spay/neuter services for shelter animals were done by outside veterinary clinics. In 2017, Friends of Strays hired Dr. Emerson as a part-time veterinarian to bring those services in-house. Dr. Emerson received her Doctorate in Veterinary medicine from Cornell University. In 2019, we made Dr. Emerson our full-time in-house veterinarian and started providing TNR and low-cost medical services to local rescue groups and community cat organizations such as Meow Now as well as individual trappers who focus on colony reduction. In late 2020, Friends of Strays was given a large grant through a donor from Best Friends Animal Society, a national animal welfare organization, to initiate a Return-to-Field (RTF) program in Pinellas County. With the guidance of Jacksonville Humane Society, the designated grant administrator for the state of Florida, we were able to collaborate and partner with Pinellas County Animal Services, our local county shelter. Prior to the partnership, the county shelter would euthanize any feral or community cats that residents would bring to the shelter. Today, thanks to our RTF program, those cats are being diverted to Friends of Strays where they are spay/neutered, vaccinated, are ear tipped. Cats with injuries are given medical care, cats with microchips are reunited with their owners and friendly cats are put up for adoption. Cats that are friendly but not suitable for indoor living are transferred to a barn program where they can remain outdoors and live in a safer environment. The remainder are returned to the location they were found. The Best Friends grant funds provided for the cost of surgery, one additional veterinary staff position and an RTF manager. Today, in addition to Dr. Emerson our veterinary staff consists of 4 vet techs, 1 surgery tech, and a medical manager. Our medical team performs high-volume spay/neuter for cats throughout Pinellas County for both TNR and RTF or community cats. In 2021, the total number of spay /neuter surgeries our team performed topped 4,000 compared to 2,607 in 2020, a 53% increase. Our RTF program manager is Claire Baltisaris. She has been employed with Friends of Strays for nine years. She went through training with Jacksonville Humane Society and Best Friends and was involved with the program since we launched. Both Dr. Emerson and Claire, as well as our CEO and Board, view this RTF program as a critical need for our community and work together to ensure its success. Any messaging regarding stray cats is posted on the county shelter's website and residents who call the county shelter inquiring about stray cats in their neighborhood are instructed to call Friends of Strays where our receptionist gives advice on how to safely trap the cat. We rent out our traps with a small deposit, which is reimbursed when the trap is returned. In 2021, we hosted a special fundraiser with our supporters and used some of the grant funds from Best Friends to expand our surgery suite. We added additional pre-and post-operation stations, as well as a new surgery table, lights and accompanying anesthesia equipment. We have completed one full year of the RTF program implementation with spare capacity and are fully capable of continuing the program operationally.

**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?**

Spay/neuter for our shelter animals is provided for out of Friends of Strays' annual operating budget. Our vaccines for community cats are funded by Petco Love Foundation. For our TNR services, we charge TNR trappers \$20 per cat for spay/neuter, pain medication, vaccination and an ear tip. We have also gotten a full year of implementation for our RTF program under our belt and are seeking funding to continue and expand the program. In 2021, Dr. Emerson and our medical team performed over 4,000 spay/neuter surgeries including 2,866 community cats through RTF and TNR. We are in discussions with the county to subsidize the county-wide RTF program, but have met resistance from the county administrator. In the meantime, Friends of Strays is funding the program through individual donor support and our annual operating budget. We are also researching and applying for grant funding so that we can continue to sustain and expand our program's capacity.

**Florida Animal Friend grants are for low-cost and/or no-cost spay/neuter programs; If you currently have such a program, please describe**

Friends of Strays provides low-cost spay/neuter services to TNR and rescue groups, as well as individual trappers who manage specific colonies. In 2021, we launched an RTF program in partnership with Pinellas County Animal Services to reduce the population of free-roaming cats and prevent their euthanasia upon entering the county shelter. We provide RTF services to Pinellas County residents free of charge.

**Number of animals sterilized in that program in the past year:**

**Cats:** 2866 **Dogs:** 0

Target Population

<b>Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):</b>	Greater St. Petersburg, 33701, 33702,33705,33707,33709,33710, 33711, 33712, 33713, 33714, 33716
<b>Total human population in target area:</b>	243142
<b>Percent of residents living below poverty in target area:</b>	16
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	73680
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	60786
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	40524
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	4014
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	3222
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	326
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	294
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
Friends of Strays' RTF program accepts feral and free-roaming cats from residents throughout all of Pinellas County. However, the majority or 61% of cats brought to Friends of Strays from the RTF program come from the zip codes listed above which are located in and near greater St. Petersburg, FL. We plan to market more specifically to this area due to its proximity to our shelter. The numbers shown for animals entering animal control shelters are for all of Pinellas County.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
The most substantial sources of cat and dog over-population in our target area is the lack of high-volume low/no-cost spay-neuter services. More specifically, Pinellas County's cat overpopulation problem is due to its management of feral and free roaming/community cats. TNR is the most effective way to manage colony populations as colonies stabilize over time and decline with natural attrition. Return to Field (RTF) is also a proven method to humanely reduce cat over-population and prevents cat euthanasia at local shelters. Friends of Strays' RTF program is new to Pinellas County and has already been proven to reduce the number of cats being euthanized at the county shelter by 20% in its first year.	
<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>	
There are no true high volume spay and neuter facilities in Pinellas County. MEOW Now and other individual trappers schedule TNR medical services between partner organizations including Friends of Strays, Pet Pal, Humane Society of Pinellas, Humane Society of Tampa Bay, and Operation SNIP. However, neither Pinellas County Animal Services nor any of the organizations listed above offer a Return to Field (RTF) program for individual free-roaming cats. Prior to the implementation of Friends of Strays' RTF program, any feral or free-roaming cat brought to the county shelter would be euthanized, which has been proven to be ineffective at reducing cat over-population. Now that Friends of Strays has started an RTF program for the county, it needs the support of our community to help sustain it and grow. Friends of Strays is perfectly suited to offer and focus on this program based on the existing spay/neuter services we have and continue to offer to our local TNR groups and individuals.	
<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(s) of the spay/neuter project proposed for this grant:</b>	
<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.**

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:**

Trap-neuter-vaccinate-return (TNRV) activities and programs shall be authorized in Pinellas County in accordance with the provisions of this section. For the purposes of applying this section, the term "community cat" shall mean any feral or free-roaming cat that is cared for by one or more individual caregivers, provided that such cat shall be sterilized, vaccinated for rabies, and distinguished from other cats by being ear-tipped and tattooed. A community cat cared for in accordance with this

**(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.**

The ready availability of food and water combined with sterilization drastically reduces any need or desire to hunt for food. Community cats are typically provided a source of food and water by residents in the neighborhood. Cats who come through the RTF program are returned to their location they were found and are not returned in proximity to public lands such as parks.

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

Spay/neuter and return-to-field eliminates or greatly reduces nuisance behaviors such as wandering, spraying, hunting, fighting for mates or territories, and yowling. If any citizen does report a nuisance behavior to Pinellas County Animal Services, we may be notified and will mediate the situation.

**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)?**

Any funding provided by the Florida Animal Friend grant would go towards our RTF program. With this grant, we can begin to focus our efforts on the areas of St. Petersburg and Pinellas Park while still continuing to accept cats from the rest of Pinellas County. We can make a larger impact with the RTF program by advertising it to the local communities within St. Petersburg. While we currently do not have historical data to show a reduction in the number of feral/community cats in the greater St. Petersburg area, we are able to reduce their numbers through spay/neuter and prevent their needless euthanasia. By focusing our advertising in St. Petersburg and Pinellas Park, we will make a greater impact in those communities, which also happen to have the densest human populations in Pinellas County. Our new RTF program has already shown a significant reduction in the number of cats being euthanized at the county shelter. In 2019, the live release rate for felines at the county shelter was 63%. In 2021, when we took over the intake of community cats from the county shelter their live release rate for felines went up to 83%! With our newly expanded medical suite, we have the capacity to be able to double the number of RTF cat intakes to over 2,200. These grant funds will help us to reach those numbers and further humanely reduce cat overpopulation by preventing the euthanasia of free-roaming cats that are brought to the county shelter. Our goal is to reach a 90% live release rate for felines at the county shelter.

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

Prior to implementing the RTF program, Friends of Strays performed spay/neuter surgeries for other rescues and TNR partners. In 2021, we increased the number of spay/neuter surgeries for TNR groups and the RTF program by 53% to nearly 3,000. With our expanded capacity and as we spread the word about the RTF program, we expect those numbers to continue to grow.

**Methods**

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

To avoid providing free spay/neuter surgeries for all owned cats, Pinellas County residents participating in the RTF program must be willing to surrender the cat to Friends of Strays.

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

Friends of Strays is a participating shelter with St. Pete PAWS, a city run organization that helps promote St. Petersburg as a pet-friendly city. We would advertise the program through St. Pete PAWS as well as our own public relations through the media. We currently have a monthly spot on The Morning Blend, a local TV show where we can advertise the program. We would also distribute fliers to local veterinary clinics and our human services nonprofit partners.

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

On our website, we have documents describing the program, and addressing issues such as how to trap a cat and frequently asked questions. We also have all program instructions in Spanish as well as a Spanish speaking staff member who counsels individuals about the program when needed. We ask residents to bring the cat to us and our RTF manager sometimes drops off traps and picks up cats if she is able to. Our volunteers and RTF manager transport the cats back to the location they were found.

**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.**

We ask residents to bring trapped cats to Friends of Strays. If a resident is unable to bring the cat to us, our RTF manager or a volunteer may bring a trap to the resident and pick up the trapped cat if there is availability. The cats are typically returned to their outdoor homes by staff and volunteers. All are trained by the RTF manager and all volunteers do at least 2 ride-alongs with the manager and sometimes with another experienced volunteer. They are given a binder with transport and safety standard operating procedures. The binder also includes codes regulations regarding TNR, and conflict resolution guidelines. The cats are confined to their traps until released and secured in either the shelter van or the volunteer or staff vehicle during transport. Transport vehicles must be enclosed, i.e. no open truck beds, and be temperature controlled in severe weather. All transporters have access to safety equipment such as gloves and flashlights. All volunteers have signed a general volunteer release, are over 18, and provide a copy of their auto insurance card.

**Veterinary Services**

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

We currently use the services of our in-house veterinarian.

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
<b>Range for Male Cats</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$22.00"/>	<input type="text" value="\$22.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$22.00"/>	<input type="text" value="\$22.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$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?
<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 checked="" type="radio"/> No <input type="radio"/> Yes
<b>Other Vaccination if Due</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>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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>HW Testing</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>Feline Leuk/FIV</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>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 checked="" type="radio"/> Required <input 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 type="radio"/> Yes
<b>Other</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input 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:**

In addition to the services above, Friends of Strays also provides basic medical care to injured cats. Approximately one out of five cats needs some basic medical care resulting from wounds caused by fighting. We provide treatment and antibiotics when necessary.

**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
Humane Society of Pinellas County (HSP)	HSP collaborates with Friends of Strays and diverts all free-roaming cat inquiries and surrenders to our organization.
Pinellas County Animal Services (PCAS)	Friends of Strays is partnered with PCAS and is the official intake shelter for all community cats. Residents who inquire about community cats or want to bring one to the county shelter are directed to contact Friends of Strays. PCAS also has information posted on the main page of their website about the RTF program.

Name	Level of Involvement
St. Pete PAWS	St. Pete PAWS is a city-run organization committed to highlighting animal related topics that help make St. Petersburg a pet-friendly city and is committed in helping local shelters reduce cat and dog overpopulation. We are working together to make the RTF program an educational component for its residents and will post information on social media channels encouraging business members and residents to share the information.

## Other Information

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

Pinellas County has the 3rd highest euthanasia rate in the entire state of Florida. This unfortunate statistic is primarily due to the euthanasia of healthy free-roaming cats at the county shelter. Now that Friends of Strays has implemented an RTF program and has successfully lowered the euthanasia rate at the county shelter by 20%, both staff and the Board are committed to find funding and provide support for its continuation.

## Budget

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

**Cats:** 1136 **Dogs:** 0

**Total budget requested (Budget should not exceed \$25,000):** \$24,992.00

**Average cost/surgery projected:** \$22.00

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

Vaccines are provided by Petco Love Foundation, all ear notching, flea prevention and basic medical care expenses will be paid for through Friends of Strays' fundraising efforts and from operating reserves as we work to find more permanent funding.

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

In addition to targeted fundraising to our donor base, Friends of Strays' Board has committed to funding the RTF program from its reserves if we fall short with fundraising and grants. We have engaged with a grant writing agency to assist with researching and preparing grant proposals and applications to find more permanent funding for this critical program.

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

25

/td>

### **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:** 06/01/22/ **Projected end date:** 06/01/23

### **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.**

When Friends of Strays was given a grant through Best Friends to launch the RTF program, the grant provided \$25 per cat and the program was free to residents. Staff and volunteers have been trained to ask if the person surrendering the community cat would be willing to make a donation to Friends of Strays. Currently, about 1 in 5 residents make a donation and we are working to increase that percentage. We also do targeted asks of our donors. We will continue to have this program free to residents at least through 2022 as we get the word out and encourage people to use it. In 2023, we will charge a fee of \$15 per cat and if someone cannot afford to pay, we will subsidize the fee. Friends of Strays has also partnered with a grant writing agency to help write grants to receive more significant funding for this critical program.

## 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.**

Friends of Strays will promote the grant through a press release and media campaign that also includes a bigger story about Return to Field and its importance for reducing the county's free-roaming cat population. Friends of Strays will also promote the grant on our Facebook and Instagram accounts, as well as on our website and in our printed and e-newsletters. At our adoption center, we will have rack cards promoting the Florida Animal Friend License plate, and will encourage people to get the specialty license plate when people drop off cats for the RTF program.

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

**4**