

Grant ID: 2070

**Title of Proposal:** Prevent-a-Litter  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$25,000.00  
**Check Payable To:** North Florida PAWS, Inc.

Application Information

Demographics

**Name of Applicant Agency:** North Florida PAWS, Inc. **Website Address:** Facebook: North Florida PAWS Inc.  
**Person Submitting Proposal:** Katie Rooney **Position:** Vice President/Program Manager  
**Person Submitting Proposal Email Address:** northfloridapaws@windstream.net  
**Agency Head:** Lori Johnson **Agency Head Email:** lorijohnson@windstream.net  
**Organization Business Address:** P.O. Box 9 **City:** Jennings  
**State:** FL **Zip:** 32053-0009  
**Phone (xxx-xxx-xxxx):** 386-938-4092 **Fax:**  
**Cell:** 386-855-3892

Agency Details

**Date of 501(c)(3) Incorporation:** 02/14/2000

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

**Organization Income in Last Fiscal Year:** \$12,482.40

**Organization Expenses in Last Fiscal Year:** \$15,386.09

**Number of Paid Employees:** Full Time: 0 Part Time: 0

**Number of Active Volunteers:** 8

**Total Volunteer Hours per Week:** 80.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** We have been supporters of FAF since its inception and receive regular e-mails and Facebook posts.

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

**Previous Florida Animal Friend Applications:** Years Funded: 2006, 2008, 2010,2012, 2014, 2016, 2018, 2020 Year(s) denied/incomplete: 0

Grant #	Proposal Year	Proposal Title	Status
136	2010	Pups & Kits Snip	Funded
322	2012	PET AID Spay Subsidy	Funded
1430	2014	Pit Bulls & Community Cats In Need	Funded
1604	2006		Funded
1605	2008		Funded
1662	2016	Fixin' Pitties and Kitties	Funded
1809	2018	SNIPPIN' Dogs & Cats (Spay Neuter Initiative for Pets and People In Need)	Funded
1919	2020	Be a P.A.L. (Prevent A Litter)	Funded
2070	2022	Prevent-a-Litter	Funded

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

**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
Katie Rooney	Vice President/Secretary	386-938-5051	Retired: Human Resources Manager & Spay/Neuter Clinic Manager
Lori Johnson	President/Treasurer	386-855-2812	Retired Veterinary Assistant/Accounting Technician
Nichole Paladino	Board Member	229-230-7802	Retired Animal Shelter Worker

**Applicant Qualifications**

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

**6 cats and 23 dogs were admitted.**

**6 cats and 12 dogs were adopted.**

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

**6 cats and 23 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.**

North Florida PAWS incorporated in 2000 and opened a low-cost spay/neuter clinic in 2007. 14,038 surgeries and over 200 low-cost Vaccination Clinics were accomplished in the following nine years. After closing the clinic, North Florida PAWS established a partnership with North Florida Animal Rescue & Vet Clinic in Wellborn, Suwannee County for low-cost surgeries for our shelter pets, grant recipients, and low-income pet owners and feral cat colony caretakers we assist. Katie Rooney, one of the founders, has been an officer for over 22 years and was Clinic Manager for 9 years. Background includes a BS in Sociology, 23 years experience as a Human Resource Manager with the Veterans Administration and 30 years as a professional Dog Trainer and Behavior Consultant. Lori Johnson has served with North Florida PAWS for 12 years including Asst. Clinic Manager and Veterinary Assistant. She is a FACA-certified Animal Control Officer with two years experience and an accounting technician by prior occupation. Nichole Paladino has vast experience caring for dogs and cats as a paid Animal Shelter Worker as well as a volunteer and dog foster.

**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?**

Through donations and fundraising activities, we are able to assist low income pet owners and feral cat colony caretakers obtain spay/neuter services and basic veterinary care. We continue issuing \$10 co-pay Spay/Neuter Vouchers under the same criteria as our prior FAF grant and this proposal. With another FAF grant, we can increase the number of surgeries to a minimum of 550.

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

Our current program is to issue Vouchers for spay/neuter of dogs and cats owned or cared for in managed feral cat colonies, including community cats, for a co-pay of \$10 at North Florida Animal Rescue & Veterinary Clinic in Suwannee County. There are no additional charges for complications such as pregnancy or heat or pain medication. The clinic provides rabies vaccinations with our vouchers for \$5 if the animal is not current.

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

**Cats: 415 Dogs: 183**

### Target Population

<b>Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):</b>	Hamilton, Madison, Suwannee, and Columbia Counties
<b>Total human population in target area:</b>	145,144
<b>Percent of residents living below poverty in target area:</b>	20.3
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	43984
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	36286
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	24191
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	N/A
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
We believe the estimated numbers of pet dogs and cats in the large area is higher than the national average because this highly rural, poor region in North Central Florida ranks very low in per capita income (\$20,600), high poverty level (20.3%) and high school dropout rate (19.4%). Because of these disadvantages, a high number of undocumented immigrants who own dogs and cats, and the limited sheltering resources in the identified counties, there are significantly more intact dogs and cats reproducing.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
Large dogs are unfortunately popular among the poorer members of our community and constitute a higher-than-usual percentage of the dog overpopulation. This is also an unusually high number of community, feral, and owned cats living outdoors.	
<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>	
North Florida Animal Rescue & Veterinary Clinic in Wellborn, Suwannee County, provides excellent low-cost spay/neuter surgeries without residency restrictions. One vet operates a small spay/neuter clinic in Live Oak, Suwannee County (Suwannee PAWS). The Lake City/Columbia County has a retired veterinarian to spay/neuter for their animals and residents of Columbia County. These three providers offer needed services but are insufficient to meet the demand from a very large number of low-income pet owners and community cat caretakers. Even their low prices are out of reach for many of these pet owners, particularly when they have multiple animals.	
<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 checked="" type="checkbox"/> <b>Pets in low-income families</b> <input checked="" type="checkbox"/> <b>Pit Bull / large breed dogs</b> <input checked="" type="checkbox"/> <b>TNR managed colonies of feral cats</b> <input checked="" type="checkbox"/> <b>Community cats (free-roaming and/or owned)</b> <input type="checkbox"/> <b>Other</b>	

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

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

The majority of feral and community cats reside on large parcels within the named counties totaling 2,725 square miles.

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

Cat caretakers must be in receipt of income-based government assistance in the form of Food Stamps, Medicaid, or SSI (Supplemental Security Income) and have a total family income that does not exceed 150% of Federal poverty guidelines. Exceptions to proof of government assistance may be made on a case-by-case basis where there are a significant number of intact cats in a maintained colony where the household income is low but not eligible for benefits.

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

The target area is primarily rural and agricultural. There are only 3 cities of any size and several small towns within the targeted counties.

**Estimated number of cats in the target colony area :** 25000

**Estimated number that are currently sterilized:** 2500

**Projected reduction after utilizing the grant:** 250

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

To qualify individuals participating must be currently caring for the cats and commit to continuing their care. We have found that TNR caretakers we have helped in the past have continued to care for their cats and ask for our help sterilizing any new cats who have joined the colony or been dropped off. North Florida PAWS remains available to provide support.

**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:**

Hamilton County: Animal Control Services. Madison County: Animal Control Services and Suwannee Valley Humane Society. Columbia County: Animal Control Services and Cats Alive TNR in Fort White. Suwannee County: County and Live Oak Animal Control Services and North Florida Animal Rescue & Veterinary Clinic.

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

Owners/Caretakers can call upon North Florida PAWS if there is a concern wildlife is being impacted, particularly due to lack of cat food which we can help supply.

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

Owners/Caretakers generally live on large parcels of property which significantly reduces the potential for neighbor disputes; however, we are always available to help with disputes if they occur.

**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.**

All individuals and groups managing feral cat colonies or caring for other free-roaming cats can receive help with trapping and transport as well as surgery and rabies vaccinations. North Florida PAWS has a supply of humane traps to loan and experienced volunteers.

## Objectives

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

Based on an average cost of \$45 for each surgery from grant funds, we plan to spay/neuter a minimum of 550 dogs and cats, giving priority to females, large dogs and feral/community cats. This is in addition to the number of \$10 spay/neuter vouchers we fund using the same criteria as the FAF Grant.

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

The eligible owners/caretakers will be those who cannot afford even the reduced charges by the non-profit spay/neuter clinics and need our program to access spay/neuter services. The low \$10 co-pay for surgery and help with transportation will assure a minimum of 550 additional dogs and cats will be sterilized.

## Methods

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

Owners/Caretakers must be in receipt of current government assistance not exceeding a maximum of 150% of the Federal poverty levels via Food Stamps, Medicaid, or SSI (Supplemental Security Income). An adult's name must match on a photo ID or other qualifying documentation. Dependent children in receipt of government assistance directly do not qualify.

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

We continually receive unsolicited requests from eligible persons. We also have great success through distributing and posting flyers (English and Spanish) in places frequented by low-income families such as local health departments, libraries, Head Start, etc. Local radio stations and newspapers have always supported our requests for PSAs and Press Releases. This is in addition to social media and particularly our Facebook Page. Fortunately we and North Florida Animal Rescue/Vet Clinic where the surgeries are performed are very well known and respected in our commuting area.

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

Our volunteers are experienced working with our diverse cultures and are available to help Owners/Caretakers with transportation, completing

forms, providing traps, translating for Spanish-speaking owners, and any other problems which may arise.

**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.**

Clients who do not have a reliable vehicle can request transport assistance. Each approved volunteer must be experienced with animal handling, use their personal vehicles, provide proof of insurance, and sign a liability release form. All transported animals must be safely confined in a crate or trap of which North Florida PAWS has a supply. Volunteers who are not experienced in transporting animals must ride with experienced transporters until they have received sufficient on-the-job training.

**Veterinary Services**

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

All surgeries are performed at "North Florida Animal Rescue & Veterinary Clinic" located south of Wellborn in Suwannee County under an agreement for charges as described herein with no additional charges for complications such as in heat or pregnant. They provide rabies vaccinations for \$5 if not current and provided pain medication for free to grant recipients.

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

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
North Florida Animal Rescue, Inc.	16800 CR 137	Wellborn	Florida	32094	386-963-1354	<input checked="" type="checkbox"/>

**Fee Range**

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control, 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="\$10.00"/>	<input type="text" value="\$30.00"/>	<input type="text" value="\$40.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$50.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$60.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$60.00"/>	<input type="text" value="\$70.00"/>

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

	Required, Optional, or Not Offered	Fee to Client?
<b>Examination</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Rabies Vaccination if Due</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$5.00"/>
<b>Other Vaccination if Due</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$15.00"/>
<b>Pain Medication</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Parasite Medication</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$12.00"/>
<b>HW Testing</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$15.00"/>
<b>Feline Leuk/FIV</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$18.00"/>
<b>County License</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Ear tipping</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Microchip</b>		

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 which is required and \$2 per animal for rabies vaccination.**

**If necessary, please explain the procedures and fees described above:**

North Florida Animal Rescue/Vet Clinic has generously agreed to waive the fees for pain medication and absorb costs for surgical complications. They have also agreed to only charge \$5 for one-year rabies vaccinations for pets of age and currently unvaccinated. North Florida PAWS may fund the \$10 co-pay and \$5 rabies vaccinations for the most indigent pet owners and Cat Caretakers with a high enough number to make that total too difficult to manage.

**Is this a voucher program?** Yes

**If so, how will you assure compliance with the program?**

Applications are submitted to North Florida PAWS with proof of qualifying documentation. Once accepted, the approved Voucher is issued to the Owner/Caretaker with a letter of instruction for making their appointments. North Florida Animal Rescue/Vet Clinic accepts the vouchers, collects the \$10 co-pay and \$5 for rabies vaccination, charges grant portion to North Florida PAWS, and provides billing documentation. The vouchers have a special stamp by the approval signature to prove to the clinic that the vouchers are legitimate.

**For your voucher program, how have you determined the capacity of the veterinarians listed above to handle the projected capacity?**

North Florida Animal Rescue/Vet Clinic is a full-time clinic with emphasis on spay/neuter and open every other Saturday or more often as needed and can accommodate all of our voucher recipients.

**Will you have the ability to report the number of vouchers issued and the percentage that result in S/N surgeries?**

Documentation from the Clinic includes redeemed vouchers and invoices for each completed surgery. We keeps a roster of all vouchers issued and match documentation from the clinic against the total number of S/N surgeries performed under the grant.

## 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
Cats Alive	This TNR organization in Fort White, south Columbia County, has recently partnered with us to promote our Subsidized Spay/Neuter program to pet owners or TNR caretakers out of their service area who meet our income qualifications. Their TNR program is free to colony caretakers in their area and, even though they are a young organization, they just exceeded the 1,000 surgery mark.
City of Live Animal Control Services	The city Animal Control Services promote our Subsidized Spay/Neuter program to their citizens.
Hamilton County Animal Control Services	Very close relationship with the County Animal Services department for spay/neuter referrals and assisting them with adopting or placing unclaimed animals in no-kill rescue. They fully advertise and promote our Subsidized Spay/Neuter Program.
Lake City/Columbia County Humane Society	This organization contracts with the City of Lake City and Columbia County to enforce small animal control ordinances. The Humane Society has a long running relationship with North Florida PAWS.
Madison County Animal Services	The County Animal Services department supports and promotes our Subsidized Spay/Neuter Program for pet owners and caretakers in Madison County. Our relationship with the Chief ACO Jamie Willoughby has been ongoing for years.

Name	Level of Involvement
Radio Station 107.5	This local talk radio station in Hamilton County and surrounding area has always supported our programs, including our Subsidized Spay/Neuter Program with public service announcements and interviews with our members upon request.
Radio Station 98.1 "Big 98"	This local country radio station broadcasting to Suwannee County and surrounding areas has always supported our programs, including our Subsidized Spay/Neuter Program, with public service announcements and interviews with our members upon request.
Suwannee County Animal Control Services	The County Animal Services staff support and promote our Subsidized Spay/Neuter Program to their citizens. This relationship has been ongoing for years through previous and current staff.
Suwannee Democrat	This popular local, weekly newspaper headquartered in Live Oak, Suwannee County, covers all the surrounding counties including the entirety of our service area. They have always included our Press Releases and Public Service Announcements in their publication.
Suwannee Valley Humane Society	This private, non-profit humane society in Madison County serves all counties in our service area and maintains a large no-kill animal shelter. Our organizations have enjoyed a close association for many years. The staff fully supports and promotes our Subsidized Spay/Neuter program.

**Other Information**

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

On November 16, 2020, the local Hamilton Humane Society, Inc. merged into North Florida PAWS, Inc. thereby combining all financial and human assets. North Florida PAWS, Inc., has served this rural multi-county area for 22 years (7 years headquartered in Columbia County and 14 years headquartered in Hamilton County). We began concentrating on assisting low-income people in our commuting area obtain affordable spay/neuter and associated care for their dogs, cats, puppies, and kittens to prevent tens of thousands of future unwanted litters. We operated a low-cost clinic from 2007-2016 and have since concentrated on funding \$10 co-pay spay/neuter surgeries.

**Budget**

**Total number of sterilization surgeries projected:**

**Cats:** 305 **Dogs:** 250

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

**Average cost/surgery projected:** \$45.00

**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 veterinary clinic has agreed not to charge additional fees due to surgical complications, to include pain medication and ear tip at no charge, and only charge clients \$5 for rabies vaccinations in conjunction with the vouchers. All administrative costs are fully funded by North Florida PAWS and, on a case-by-case basis, we may cover the co-pay and/or rabies vaccination costs.

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

Through continued solicitation of donations and fund raising activities, North Florida PAWS subsidizes spay/neuter surgeries and associated vaccines and medical treatment based on the same criteria as the grant.

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

80%

/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:** 08/01/22/ **Projected end date:** 07/31/23

**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.**

Through on-going solicitation of donations and fund raising activities, we plan to increase financial support so more low-income pet owners and feral and community cat caretakers can take advantage of our \$10 co-pay subsidized spay/neuter program. One of our more successful tactics has been using Facebook's Network for Good online fund raisers. We are about to launch online raffles and a seller site on Facebook to open new avenues of revenue.

### 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.**

**Our officers all have Specialty License Plates and all volunteers continually promote the purchase of the license plate to fund these grants. The information and license plate logo are included in all publications (flyers, press releases, PSAs, etc.) and social media.**

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

**6**