

Grant ID: 2334

Title of Proposal: TNR Clinic**Agency Type:** Non-Profit**Total Funding Requested:** \$25,000.00**Check Payable To:** Humane Society of Marion County

Application Information

Demographics

Name of Applicant Agency: Humane Society of Marion County**Website Address:** www.thehsmc.org**Person Submitting Proposal:** Kirstin Tanner**Position:** Shelter
Administrative
Coordinator**Person Submitting Proposal
Email Address:** ktanner@thehsmc.org**Person Submitting Proposal
Cell:** 352-209-6753**Organization Head:** Eddie Leedy**Organization Head's Email:** eleedy@thehsmc.org**Organization Business Address:** 701 NW 14th Rd**City:** Ocala**State:** FL**Zip:** 34475**Organization Business Phone
(xxx-xxx-xxxx):** 352-873-7387**County:** Marion**Organization Head's Cell:** 352-843-2566

Agency Details

EIN:0%"> EIN: 596196017**Date of 501(c)(3) Incorporation:** 01/01/1980**Dates of Last Fiscal Year: Begin:** 01/01/24 **End:** 12/31/24**Organization Income in Last
Fiscal Year:** \$4,482,989.09**Organization Expenses in Last
Fiscal Year:** \$4,092,578.46**Number of Paid Employees:** Full Time: 50 Part Time: 10**How did you learn of the 2009
Florida Animal Friend grant
competition?** Previous entry, emails, facebook.**Year(s) of previous Florida Animal
Friend grants (if applicable):****Previous Florida Animal Friend
Applications:** Years Funded: 1 Year(s) denied/incomplete: 1**Auto-Generated (Previous
Applications):**

Grant #	Proposal Year	Proposal Title	Status
2137	2023	Clinic Year One	Funded
2223	2024	CATT Marion	Ineligible
2334	2025	TNR Clinic	Funded

***Type of Organization (check all that apply):**

- ☐ Municipal Agency with Shelter
☐ Municipal Agency without Shelter
☒ Private Animal Shelter
☐ Private Animal Shelter with Municipal Contract
☒ Public Spay/Neuter Services
☐ Other Public Veterinary Services
 Non-profit Agency
 ☐ TNR Group
 ☐ Rescue Group
☐ Other

List the current President of your nonprofit organization (Not required of governmental agency):

Name	Title
Roseann Morton	President

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

2836 cats and 2417 dogs were admitted.

2728 cats and 2423 dogs were adopted, transferred, or other live outcome.

32 cats and 9 dogs were euthanized.

2546 cats and 2137 dogs were sterilized.

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 capacity to carry out this program.

Organizational Background and Capacity to Execute the Program The Humane Society of Marion County (HSMC) opened in 1964 and is dedicated to reducing pet overpopulation through accessible and affordable spay/neuter initiatives. Our Spay It Forward program, which encourages public donations to subsidize surgeries, aligns perfectly with Florida Animal Friend's mission to prevent pet homelessness. By leveraging our established community partnerships, experienced veterinary team, and public engagement strategies, we are well-positioned to expand our efforts and maximize the impact of this grant. Additionally, we have a history of executing large-scale initiatives, such as: Community education programs that inform the public about the importance of spaying/neutering. Grant-funded projects that have successfully increased service capacity and outreach. Public fundraising campaigns that integrate with our Square point-of-sale system to encourage micro-donations at checkout. Personnel Qualifications & Capacity Our team includes highly qualified veterinary professionals and program administrators with extensive experience in animal welfare and community outreach. Medical Director & Veterinary Team – Our veterinarians and technicians have the expertise to handle high-volume, high-quality spay/neuter surgeries while ensuring top-tier animal care. Kirstin Tanner, Shelter Administrative Coordinator, and Kim Bice, Clinic Manager, will directly manage this grant, overseeing fund allocation, program implementation, and community outreach to ensure maximum impact. Development & Outreach Team: Engages the public through fundraising campaigns, marketing efforts, and donor stewardship to maintain the financial sustainability of these programs. Volunteer & Shelter Staff – Supports clinic operations, community engagement, and post-operative care for spayed/neutered animals. Demonstrated Ability to Execute Our track record in securing and managing grants demonstrates our ability to effectively plan, implement, and report on funded programs. Our established partnerships with local volunteers, businesses, and community groups also showcase our ability to engage the public in responsible pet ownership and animal welfare efforts. With these resources and experience, we can execute this Florida Animal Friend grant efficiently, ensuring that funds are maximized to increase spay/neuter accessibility, reduce pet overpopulation, and promote long-term community impact.

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

Existing Programs & Community Engagement HSMC operates a low-cost spay/neuter clinic, providing affordable services to pet owners who might otherwise struggle with the cost of surgery. Our shelter ensures that every adopted pet is sterilized before placement. To further support pet retention and responsible ownership, we offer financial assistance programs, including our Spay It Forward initiative, which allows community members to contribute directly toward spay/neuter services for those in need.

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

Cats: 331 Dogs: 0

Target Population

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:

☐ Pets in low-income families ☐ Large mixed-breed dogs ☒ Trap-Neuter-Return of free-roaming community cats. EAR-TIPPING IS REQUIRED ☒ S/N services where demand exceeds current resources. ☐ Other

Geographical target area (name of city, county, zip codes, etc. Be as specific as possible.):

Ocala FL, Marion County

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

Substantial Sources of Dog and Cat Overpopulation in Marion County, Florida In Marion County, several key factors contribute to the overpopulation of dogs and cats: Free-Roaming and Feral Cat Colonies Estimates suggest that Marion County is home to approximately 27,000 feral cats. In 2014, there were over 300 registered colonies of community cats, numbering in the tens of thousands. Overcapacity in Animal Shelters Marion County Animal Services has been operating over capacity, with recent reports indicating that dogs and cats are housed in overflow crates due to space constraints. In February 2024, the marion county animal shelter took in 56 dogs from a single cruelty case, exacerbating the overcrowding issue. Low-Income Pet Owners with Limited Access to Affordable Veterinary Care Marion County has a human population of over 360,000, with an estimated pet population exceeding 150,000. Many pet owners face financial challenges, limiting their ability to afford spay/neuter services, which contributes to unplanned litters. Unaltered Pets in Rural and Agricultural Areas Marion County's substantial rural regions often have outdoor or working pets that are not sterilized, leading to uncontrolled breeding and increased stray populations. Backyard Breeders and Accidental Litters Unregulated breeding and accidental litters from unaltered pets contribute significantly to the number of animals entering shelters. Addressing these issues through targeted spay/neuter programs and community education is essential to controlling pet overpopulation in Marion County.

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?

In Marion County, Florida, several organizations offer spay/neuter services to address pet overpopulation: Marion County Animal Services (MCAS): Through the "Neuter Commuter" program, MCAS provides low-cost spay/neuter surgeries for residents' pets. This mobile clinic includes services such as surgical sterilization, rabies vaccination, county licensing, and microchipping. Voices of Change Animal League (VOCAL): VOCAL operates a community clinic offering affordable spay/neuter services, vaccinations, and other veterinary care. Their goal is to reduce pet overpopulation and prevent the surrender of pets due to financial constraints. Humane Society of North Central Florida: Located nearby, this organization offers "Operation PetSnip," providing high-quality, low-cost spay/neuter services for pets and community cats, regardless of the owner's income or location. Sheltering Hands: This non-profit focuses on feral and homeless cats, offering spay/neuter services and facilitating cat rescue and adoptions. Insufficiencies in Meeting Community Needs: Despite these services, challenges persist: High Intake Rates: As of November 24, 2024, MCAS housed 305 animals, including 209 adoptable dogs and 52 adoptable cats, indicating a continuous influx of animals. Population Growth: Marion County's population is projected to exceed 400,000 residents in 2024, potentially increasing pet ownership and the demand for spay/neuter services. Limited Resources: Existing programs may not have the capacity to accommodate all animals needing sterilization, leading to extended wait times and unplanned litters. Financial Barriers: Low-income pet owners may still find subsidized services unaffordable, contributing to higher rates of unaltered pets. Addressing these gaps requires expanding current programs, increasing funding for low-cost services, and enhancing community outreach to promote the importance of spaying/neutering pets.

Objectives

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

Program Objectives & Expected Outcomes With funding from the Florida Animal Friend Grant, the Humane Society of Marion County (HSMC) aims to make a measurable impact on pet overpopulation in our community. Our objectives are specific, quantifiable, and focused on addressing the most substantial sources of unaltered animals in Marion County. Increase the Number of Spay/Neuter Surgeries Perform at least 440 additional spay/neuter surgeries within one year, prioritizing pets from low-income households, free-roaming/feral cats, and at-risk rural pets. Reduce the number of unplanned litters entering the shelter system by at least 20% over the next two years through targeted sterilization efforts. Expand Access to Affordable Spay/Neuter Services Provide free or subsidized surgeries for at least 300 pet owners who demonstrate financial need, ensuring that cost is not a barrier to responsible pet ownership. Establish mobile spay/neuter outreach days in underserved areas, reducing transportation barriers for low-income residents. Increase Community Engagement & Education Conduct six community outreach events to educate at least 22,000 students on the importance of spaying/neutering. Launch a digital awareness campaign, reaching at least 10,000 Marion County residents via social media, email,

and local media outlets to promote available spay/neuter resources. By achieving these objectives, HSMC will significantly reduce pet overpopulation, improve animal welfare, and increase community awareness about responsible pet ownership.

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

Increasing Sterilization Surgeries Above the Existing Baseline The Humane Society of Marion County (HSMC) currently facilitates approximately 500 spay/neuter surgeries (spay it FWD) per year through existing resources. However, funding limitations prevent us from expanding this initiative to meet the full demand in our community. With the support of the Florida Animal Friend Grant, this program would nearly double our existing efforts by adding 440 additional surgeries, bringing the total to 940 surgeries within one year. This expansion will: Significantly reduce the number of unaltered pets in at-risk populations, including low-income households, rural pet owners, and free-roaming cat colonies. Prevent hundreds of unwanted litters that would otherwise contribute to overpopulation and shelter overcrowding. Expand outreach efforts to ensure that more pet owners are aware of and can access these vital services. By nearly doubling our sterilization capacity, this program will create a lasting impact on pet overpopulation in Marion County, reducing shelter intakes and improving animal welfare.

Methods

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

Eligibility Criteria for the Spay/Neuter Program To ensure that funding is used effectively to reduce pet overpopulation in the most at-risk populations, the Humane Society of Marion County (HSMC) will determine eligibility based on the following criteria: Low-Income Pet Owners Households that qualify for government assistance programs such as SNAP, WIC, Medicaid, or Section 8 housing. Pet owners with an income at or below 150% of the Federal Poverty Level. Community Cat Caregivers (Trap-Neuter-Return - TNR) Individuals or groups actively caring for free-roaming, feral, or stray cat colonies. Must agree to return sterilized cats to their original location and continue providing food and shelter. Residents in Underserved & Rural Areas Pet owners in geographic areas with limited or no access to low-cost veterinary services. Households that do not have reliable transportation to existing spay/neuter clinics. High-Risk & At-Risk Pets Litters from unplanned pregnancies where owners are willing to alter both the mother and remaining offspring. Pets at risk of surrender due to financial constraints or housing instability. Partner Referrals Animals referred by local animal control, rescue groups, or shelters as urgent cases needing sterilization. Pets identified through our community outreach events as being in immediate need of spay/neuter services. By focusing on these priority groups, HSMC ensures that the program effectively targets the most significant sources of pet overpopulation while supporting responsible pet ownership in our community.

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

Advertising & Outreach Strategy To ensure maximum participation in our spay/neuter program, the Humane Society of Marion County (HSMC) will implement a multi-channel advertising strategy designed to directly reach low-income pet owners, community cat caregivers, and rural residents who need these services the most. 1. Digital & Social Media Outreach Targeted Facebook & Instagram Ads: Geo-targeted ads focused on low-income zip codes and rural areas of Marion County. Ads highlighting free/subsidized services with a simple sign-up process. Estimated reach: 10,000+ Marion County residents. Website Promotion & Online Registration: Dedicated page on HSMC's website with program details, eligibility, and a sign-up form. Email & Text Alerts: Partnering with local animal welfare groups and food assistance programs to send direct notifications to their clients. 2. Community-Based Promotions Flyers & Posters in Key Locations: Distributed at food banks, public housing offices, veterinary clinics, libraries, and community centers. Translated materials available in Spanish for broader accessibility. Collaboration with Schools: Educational materials and program details will be shared with 22,000 students and their families, reaching pet owners who may not be aware of affordable spay/neuter options. 3. Direct Outreach in Underserved & Rural Areas Announcements via Local Media: Utilizing local radio stations, newspapers, and community bulletins to advertise the spay/neuter program and event dates. Door-to-Door Canvassing: Volunteers distributing flyers and speaking with residents in targeted low-income and rural areas where access to veterinary care is limited. 4. Partnerships with Local Organizations Animal Control & Rescue Group Referrals: Working with Marion County Animal Services, Voices of Change Animal League (VOCAL), and other rescues to refer animals in need. Veterinary & Pet Supply Store Partnerships: Local veterinarians and pet supply stores will provide brochures and display posters promoting the program. By leveraging digital, print, and direct outreach methods, this advertising campaign will ensure that the program reaches the pet owners and caregivers who need spay/neuter assistance the most, ultimately reducing pet overpopulation in Marion County.

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

Addressing Barriers to Full Use of the Program To ensure that all eligible pet owners can fully access and benefit from the spay/neuter program, the Humane Society of Marion County (HSMC) will implement strategies to address common barriers such as transportation, illiteracy, and cultural hurdles. 1. Transportation Barriers (Case-by-Case Basis) Individualized Assistance: We will address transportation needs on a case-by-case basis, offering support to residents who may have difficulty getting to program locations. This could include partnering with local transportation services, community organizations, or offering transportation vouchers for individuals facing financial hardship. Community Volunteer Network: In areas where transportation is limited, we will enlist volunteers who can assist with rides to and from program service locations for those in need. 2. Language and Cultural Barriers Multilingual Staff and Volunteers: Our team will include multilingual staff and volunteers who can assist non-English-speaking residents, particularly Spanish-speaking families, with program information, eligibility requirements, and registration. Translated Materials: All marketing materials (flyers, posters, forms, etc.) will be available in Spanish and any other relevant languages to ensure accessibility for non-English speakers in the community. Cultural Sensitivity Training: Staff and volunteers will undergo cultural sensitivity training to ensure that they can effectively communicate the importance of spay/neuter services in a way that respects the values and beliefs of different cultural groups. 3. Illiteracy Barriers Oral Communication and Assistance: For individuals with limited literacy, volunteers and

staff will provide one-on-one assistance by explaining program details and registration forms in simple, understandable terms. Phone-Based Enrollment: We will offer an option for phone-based registration, allowing those who have difficulty with written forms to call and complete their registration with the help of a staff member. 4. General Program Awareness Community-Based Promotion: Flyers, posters, and ads will be strategically placed in locations frequented by our target audience, such as grocery stores, food banks, community centers, and public housing offices—where individuals may have limited access to digital media. Outreach via Local Churches and Community Groups: We will collaborate with local churches, cultural centers, and community organizations to distribute information and promote the program, ensuring it reaches those who may be disconnected from traditional advertising methods. These strategies will ensure that the program is accessible to everyone in our community, regardless of transportation limitations, literacy levels, or language barriers, ultimately increasing participation and achieving the program's goals.

Does this project involve the transportation of animals by someone other than the client? If so, describe.

Transportation of Animals This project does not involve the transportation of animals by someone other than the client as a standard procedure. However, for individuals facing transportation barriers, assistance will be provided on a case-by-case basis. This will be determined by the specific needs of the client, prioritizing those who are most in need—such as low-income pet owners or residents from underserved rural areas. In such cases, the Humane Society of Marion County (HSMC) will offer transportation assistance through local volunteers or partnerships with community organizations to ensure that pets can be safely brought in for spay/neuter services. This approach ensures that only those who need transportation assistance will be served, allowing us to target resources effectively and address the most pressing needs of our community.

Veterinary Services

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

Arrangements with Veterinarians The Humane Society of Marion County (HSMC) has made arrangements with our in-house veterinary team to perform all spay/neuter surgeries as part of the program. Our veterinarians, who are on staff at HSMC, have extensive experience in performing high-quality, low-cost sterilization surgeries for both dogs and cats. These procedures will be performed directly at our clinic, ensuring that we maintain control over the quality and safety of the surgeries. We have the necessary medical equipment and supplies to conduct these procedures, and the veterinarians will provide full care, from pre-operative assessments to post-surgical recovery. Follow-up care will also be available through our veterinary team, ensuring that all animals receive the attention they need after their surgery. The cost per surgery is \$57, with \$37 covered by the grant and \$20 paid by the client, making the services affordable and accessible for low-income pet owners in our community. This arrangement ensures that we have the capacity to carry out the spay/neuter program and fulfill the goals outlined in our application.

Are they: ☒ In-House Veterinarian ☐ Outside Clinic ☐ Combination

Participating veterinary practices if surgeries will not be performed in-house:

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. This includes pain medication, ear tipping, and \$ 2 per animal for rabies vaccinations. Costs for licensing, testing, transport, etc. are not to be paid for with grant funds.

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	<input type="text" value="\$20.00"/>	<input type="text" value="\$37.00"/>	<input type="text" value="\$57.00"/>
Range for Female Cats	<input type="text" value="\$20.00"/>	<input type="text" value="\$37.00"/>	<input type="text" value="\$57.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
Range for Female Dogs	<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?

Examination ☒ Required ☐ Optional ☐ Not Available

☒ No ☐ Yes

Rabies Vaccination if Due ☒ Required ☐ Optional ☐ Not Available

☒ No ☐ Yes

Other Vaccination if Due ☐ Required ☐ Optional ☒ Not Available

☒ No ☐ Yes

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

Parasite Medication ☒ Required ☐ Optional ☐ Not Available ☒ No ☐ Yes

HW Testing ☐ Required ☐ Optional ☒ Not Available ☒ No ☐ Yes

Feline Leuk/FIV ☐ Required ☐ Optional ☒ Not Available ☐ No ☒ Yes

County License ☐ Required ☐ Optional ☒ Not Available ☒ No ☐ Yes

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

Microchip ☐ Required ☐ Optional ☐ Not Available ☐ No ☐ Yes

Other ☐ Required ☐ Optional ☒ Not Available ☒ No ☐ Yes

*** = REQUIRED by grant**

Grant funds cannot be used for the above services except for pain medication, ear tipping, and \$2 per animal for rabies vaccination.

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

Explanation of Procedures and Fees The fee structure for the spay/neuter services provided by the Humane Society of Marion County (HSMC) is as follows: \$20: This fee is charged to the client and covers reservation for the surgery as well as cat testing (for Feline Leukemia and Feline Immunodeficiency Virus). This ensures that we properly screen cats for these conditions before performing the surgery, allowing us to take the necessary precautions and provide safe, effective treatment. \$37: This portion is covered by the Florida Animal Friend grant and helps offset the total cost of the surgery. The grant funds are used to support our efforts to provide affordable spay/neuter services to low-income pet owners in our community, helping reduce the overall cost of the procedure for the client. \$57: The total cost of the procedure, which includes the surgical services, anesthesia, and post-operative care. The breakdown ensures that we can provide the necessary services while minimizing the financial burden on the pet owners. This fee structure allows us to provide comprehensive care while making spay/neuter services affordable and accessible to those who need them most.

Is this a voucher program? No

If so, how will you assure utilization of 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 number redeemed for spay/neuter surgeries?

Community Collaboration

Florida Animal Friend values community/inter-agency collaboration. 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
352today.com	Article coverage
93.7 KCountry	Advertisement during segments
Brothers Keeper	Flyer distribution at their food pantry
Interfaith Emergency Services	Flyer distribution at our joined pet food pantry

Name	Level of Involvement
Ocala-New.com	Article Coverage
Petco	Flyer distribution at our adoption center
Petsense	Flyer distribution at our adoption center
Petsmart	Flyer distribution at our adoption center
PetSupermarket	Flyer distribution at our adoption center
Salvation Army	Flyer distribution at their food pantry

Other Information

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

Even though we are a no-kill county we are not even able to come close to assisting the animals that we need to. The HSMC believes that by targeting those at or below the ALICE threshold we will be able to put a large dent in the county's overpopulation problems. By using our nonprofit network, we will be able to reach those that are already in need the quickest. This grant will aid our mission by having fewer animals in impoverished areas. Since impoverished areas are most likely to receive calls from our municipal shelter, we also hope that this will allow their officers to focus on other areas and cases.

Budget

Total number of sterilization surgeries projected:

Cats: 440 **Dogs:** 0

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

Average cost/surgery projected: \$57.00

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

Other Funding Sources for the Spay/Neuter Program In addition to the Florida Animal Friend grant, the Humane Society of Marion County (HSMC) has secured and will continue to rely on the following funding source to support the spay/neuter program: 1. Spay It Forward Program The Spay It Forward program is a fundraising initiative that encourages community members to make voluntary donations at local veterinary clinics and pet supply stores, helping subsidize the cost of spay/neuter surgeries for low-income pet owners. This program is designed to allow pet owners and the general public to contribute directly to reducing pet overpopulation in Marion County. Funds raised through Spay It Forward will be used to offset surgery costs for participants, ensuring that we can offer these services at reduced fees. We plan to continue promoting this initiative at checkout counters, with signage, and via our Square terminal program, which encourages customers to round up their purchases to the nearest dollar to support the cause. 2. Internal Budget Allocation As part of HSMC's annual budget, a portion of funds is specifically allocated to support our spay/neuter programs. This budget covers operational costs, including medical supplies, salaries for veterinary staff, and administrative expenses related to program management. HSMC is committed to ensuring that the spay/neuter program remains a priority, and our budget is adjusted each year to allocate resources effectively to this critical service. These funding sources, combined with the Florida Animal Friend grant, ensure that the spay/neuter program is fully supported and able to achieve its objectives, including increasing sterilization surgeries, educating the public, and reducing pet overpopulation in Marion County.

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

100%

If not 100%, please elaborate.

Timeline

PROJECTS CANNOT BEGIN UNTIL GRANT FUNDS ARE RECEIVED, usually before September 1.

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: 08/15/25/ **Projected end date:** 12/31/25

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.**

Sustainable Funding Plans for the Spay/Neuter Program The Humane Society of Marion County (HSMC) is committed to ensuring the long-term sustainability of the spay/neuter program through multiple funding strategies. While the Florida Animal Friend grant will cover 100% of the program's cost for the current cycle, we have developed a comprehensive plan to secure funding for future years. Our sustainability efforts include: 1. Spay It Forward Program The Spay It Forward initiative plays a key role in supporting the program. By encouraging local businesses, veterinary clinics, and community members to make voluntary contributions, we aim to build a continuous stream of revenue. With signage in clinics, Square terminal donations, and promotions at events, we plan to increase community engagement and grow the funding pool for spay/neuter surgeries. This ongoing fundraising effort will help subsidize the program, reducing our reliance on any single funding source. 2. Local Donations and Community Support The Humane Society of Marion County (HSMC) will continue to cultivate relationships with local donors and supporters. Through targeted donor campaigns, corporate sponsorships, and community-based fundraising events, we will secure the additional funds needed to keep the program running. Our donor base is highly engaged in the mission of reducing pet overpopulation, and we regularly engage them through newsletters, social media, and events to encourage continued support. 3. Additional Grant Opportunities While we do not rely solely on one source of funding, HSMC will continue to pursue other grants from animal welfare foundations and local government programs. We actively search for new funding opportunities that align with our goals of reducing pet overpopulation and improving the welfare of animals. By diversifying our grant portfolio, we reduce financial risk and ensure that the spay/neuter program remains operational year after year. 4. Revenue from Veterinary Services Our in-house veterinary team provides additional services, such as vaccinations, wellness exams, and routine care, which generate revenue for the organization. The revenue from these services is reinvested into the spay/neuter program, ensuring that we can maintain affordable and accessible sterilization surgeries for the community. This model not only supports the program financially but also enables HSMC to continue providing essential services to both pets and their owners. 5. Cost-Effective Program Management HSMC will continue to manage the spay/neuter program efficiently by leveraging in-house veterinary staff, optimizing the use of clinic resources, and volunteer involvement. This reduces overhead costs, allowing a higher percentage of funds to go directly toward the surgeries and community outreach efforts. 6. Educational Outreach and Partnerships In the future, we plan to further expand our educational efforts and community partnerships, including working with schools, local businesses, and government organizations. By raising awareness about the importance of spaying and neutering and connecting with community leaders, we can drive more support for the program, both financially and in terms of volunteer engagement. With these combined efforts, HSMC is confident in our ability to sustain and even expand the spay/neuter program in the future. We are dedicated to ensuring that this essential service remains available to our community for years to come, helping to reduce pet overpopulation and improve the quality of life for pets and families in Marion County.

Promotion of Florida Animal Friend Spay/Neuter License Plate

***Applicants selected for funding are expected to actively publicize their grant in support of their spay/neuter program and promote the sale of the Animal Friend license plate. Publicity efforts should include press releases, newsletters, website links, and social media posts, among other strategies. Florida Animal Friend's marketing firm will provide assistance and advice, and partner with your organization to achieve coverage. 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 as part of their reporting obligations.**

The Humane Society of Marion County (HSMC) is committed to supporting the promotion of the Florida Animal Friend Spay/Neuter License Plate as part of our spay/neuter program and community outreach efforts. We recognize that publicizing the Florida Animal Friend license plate is crucial to raising awareness and funds for the ongoing fight against pet overpopulation. Our promotional plan includes a comprehensive set of strategies to ensure the license plate is widely recognized and encouraged across our community. 1. Press Releases and Media Outreach We will issue press releases announcing the receipt of the Florida Animal Friend grant and detailing how the spay/neuter program will benefit from the license plate sales. These press releases will be sent to local media outlets, including newspapers, radio stations, and TV stations. We will emphasize how the community's purchase of the Animal Friend license plate directly supports the spay/neuter program and helps reduce pet overpopulation in Marion County. 2. Newsletters and Email Campaigns Through our monthly newsletters and email communications, we will encourage our supporters, donors, and community members to purchase the Florida Animal Friend Spay/Neuter License Plate. These newsletters will highlight the impact of the program, share success stories of spay/neuter surgeries, and provide easy links for purchasing the license plate. We will also include information about how every purchase helps support our mission and the larger statewide initiative to curb pet overpopulation. 3. Website and Online Promotion Our website will feature a dedicated page with detailed information about the Florida Animal Friend license plate, including how the proceeds help fund spay/neuter programs across Florida. The page will include clear calls to action for visitors to purchase the license plate and support the cause. We will also incorporate banner ads and social media links on our homepage to drive traffic to the Florida Animal Friend page. 4. Social Media Posts and Campaigns We will launch a social media campaign across our Facebook, Instagram, and Twitter accounts, utilizing posts, images, and videos to promote the Florida Animal Friend Spay/Neuter License Plate. Our posts will: Showcase stories and statistics on the importance of spaying and neutering to reduce pet overpopulation. Highlight the partnership with Florida Animal Friend and how the program directly benefits from the license plate sales. Share calls to action and provide direct links to purchase the license plate. Encourage our followers to tag friends, share posts, and use the hashtag #SpayItForward to expand the reach of the campaign. We will also engage with local influencers and pet-related businesses to help amplify the message and encourage their customers and followers to purchase the

license plate. 5. Events and Community Outreach During community events, we will have flyers and brochures available that promote the Florida Animal Friend license plate. Additionally, our staff and volunteers will be trained to engage with the public and educate them about how purchasing the license plate helps fund vital spay/neuter services. We may also host special fundraising events or adoption days where a portion of the event is dedicated to promoting and selling the license plate. 6. Collaboration with Local Partners We will partner with local businesses, veterinary clinics, and animal-related organizations to display posters and brochures about the Florida Animal Friend license plate. These businesses will be encouraged to direct their customers to the website or provide them with easy access to purchase the license plate. We will also work with local media outlets to discuss the significance of the license plate in public service announcements and on local talk shows. 7. Documentation and Reporting We understand that documentation of promotional efforts is required for the final report. As part of our reporting obligations, we will: Collect metrics such as social media engagement statistics (likes, shares, comments) and website traffic related to the Florida Animal Friend license plate. Provide photos of promotional materials (flyers, posters, press clippings). Submit screen captures of online promotions, including website content and social media posts. By implementing these strategies, we aim to drive awareness and sales of the Florida Animal Friend Spay/Neuter License Plate, ensuring continued support for our program and other spay/neuter initiatives across the state.

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

10