



Louisiana Pet Overpopulation Council – Awareness Grants

Louisiana's 'Animal Friendly' license plate was created to help local charities, animal shelters and veterinarians provide urgently needed pet sterilization programs for Louisiana residents on public assistance. Under state law, proceeds from sale of these plates are to be used to fund low-cost spay and neuter programs. The funds are distributed by the *Louisiana Pet Overpopulation Council*, a state board comprised of representatives of humane organizations, animal shelters, elected officials, veterinarians and concerned citizens.

For the license plate program to be as successful as it has been in other states—raising hundreds of thousands of dollars for pet sterilizations and significantly cutting shelter euthanasia rates—animal lovers across Louisiana must be encouraged to purchase their own 'Animal Friendly' plates!

To help spread the word, the *Louisiana Pet Overpopulation Council* has designed an initial grant program to increase public awareness of the 'Animal Friendly' license plate. The Outreach Grants for low-cost pet sterilizations will be awarded to the qualified Louisiana non-profit which best promotes the 'Animal Friendly' license plate, between November 1, 2009 and January 31, 2010.

Through our collective promotional efforts, more plates will be sold across Louisiana, making more funds available for future grant distributions.

The grant funds awarded from the competition must specifically be used for providing low-cost pet sterilizations. Applicants must describe their existing and proposed sterilization program. All applicants are responsible for any costs associated with their outreach and marketing initiatives. As such, applicants are encouraged to take advantage of no or low cost mediums for increasing public awareness, such as existing newsletters, web sites, letters to the editor, PSAs, press interviews and more. Applicants are also encouraged to use creative new methods for getting the word out about the 'Animal Friendly' plates. Documentation of the applicant's outreach activities is required.

RESOURCES

The *Pet Overpopulation Council* is developing tools to aid applicants in their efforts, which will be available beginning November 1, 2009 on our web site, www.lapetplate.org. Visit our website starting November 1, 2009 to see how you can create a great awareness program. You will be able to download fliers and brochures from the site and customize them, for your own organization. Additionally, we will record a professional public service announcement, that you can distribute to radio stations in your community.

Please don't hesitate to create your own in-house documents, educational materials, t-shirts or any other tools you might find beneficial for promoting the 'Animal Friendly' plate!

Applicants wishing to share their materials available to others at the conclusion of the competition are encouraged to submit them to us. It is our hope that applicants will collectively help to create effective new tools for promoting the 'Animal Friendly' plate, which we'll be able to make easily available online.

COMPETITION RULES

To enter the competition, applicants must complete, sign and return the application form to us, along with required supporting materials. The supporting materials required are listed at the end of the application form.

All applications must be postmarked no later than January 31, 2010.

Awards will be announced on March 31, 2010.

Winners will be confirmed by a majority vote of the full Council.

Applicants will be scored on three criteria:

- 1) Overall effectiveness of promotional campaign**
- 2) Diversity of methods used to promote the plate**
- 3) Creativity**

The publicity or outreach efforts undertaken will be considered in light of the resources available to the individual applicant.

Finally, we realize that all of our potential applicants are busy aiding animals in need, so we intend to keep grant guidelines and reporting requirements as simple as possible! If you have any questions, please contact us at 1-888-6-HUMANE or info@lapetplate.org.

No agencies, shelters or individuals serving on the *Pet Overpopulation Council* shall be eligible to participate in the competition.

GRANT AWARDS

Utilizing those funds, the Council will award two initial grants.

The awards will be as follows:

First Place - \$1,500
Second Place - \$1,000

GRANT DOCUMENTATION

Any funds awarded must be used for direct costs associated with new pet sterilization programs for qualified Louisiana residents. Winners must submit documentation of the expenditure of the funds for their qualified program by May 31, 2010.

*Good luck to all applicants and thank you for your tireless efforts
to fight pet overpopulation in the state of Louisiana!*



ANIMAL FRIENDLY LICENSE PLATE AWARENESS GRANT APPLICATION FORM

Please complete and sign the application form and return it to us with the attachments and other required documentation listed at the end of this document.

Applicant Name: _____

Shelter/Agency/Clinic: _____

Address: _____

City/State/Zip: _____

Contact Number(s): _____

Email: _____

Describe your current (or proposed) low cost pet sterilization program, which provides (or will provide) services to indigent pet owners as designated by participation in: *Food Stamps, ADFC, Unemployment Benefits, NAME THE REST here.....*

How does your agency confirm that your clients are recipients of the named public assistance programs?

What is your annual operating budget? _____

How many staff members does your agency/shelter/clinic/practice employ? _____

How many volunteers will work with your program? _____

How full or part time members of your staff are employed to carry out publicity or outreach activities? _____ Full time _____ Part time

How is your program 'low cost' relative to other services in your service area. (Please include specifics of costs relative to those of other service providers in your area.)

I, the undersigned, do hereby attest that I am authorized to submit this application on behalf of the applicant and that our agency/shelter/clinic/practice will utilize any funds, if awarded, for purposes of providing low cost pet sterilization services to qualified applicants.

SIGN NAME:

PRINT NAME:

TITLE:

AGENCY/SHELTER/CLINIC/PRACTICE

CONTACT NUMBER:

DATE:

Additional attachments required:

For parish or community shelters: a copy of your agency's spay/neuter policy on shelter or letterhead, signed by the shelter manager or managing official.

For animal protection charities: a copy of your agency's 501(c)3 animal advocacy organization; if the chapter of a larger organization, a copy of the parent agency's 501(c)3 letter, and a brief statement of your chapter's mission and officers.

For all applicants: A description not to exceed two typed pages outlining all activities undertaken between November 1, 2010 and January 31st, 2010, to promote and inform the public about the 'Animal Friendly' license plate. Feel free to submit any supporting documentation, such as newsletters, brochures, press clippings, recordings, etc. which help to illustrate your work to promote the license plate.

Please send completed applications and supporting documents, postmarked no later than January 31st, 2010 to:

LOUISIANA PET OVERPOPULATION COUNCIL

c/o The Humane Society of Louisiana
PO Box 740321
New Orleans, LA 70174