



# Greenville County Animal Care

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*Helping People Help Animals*

**Date: January 28, 2013**

**To: Ruth Parris**

**From: Shelly Simmons**

**Re: Grant Proposal to ASPCA – Lost & Found Pet Initiative**

## **Proposal**

Project Title	Lost & Found Pet Initiative
Request Amount	\$20,810
Total Project Cost	\$27,200
Duration of Funds:	12 months with an option to extend for additional 12 months

## **Project Description**

Greenville County Animal Care requests \$20,810 in grant funding to introduce a proactive redemption and pet reclamation service at its open admission animal shelter. Animal Care's immediate goal will be to reduce euthanasia and increase the return to owner rate by 2% in the first year, or approximately 400 additional animals returned. The long term goal is to increase the rate of returns to owners to 10% or higher within five years.

The initiative funded by this grant will give Animal Care \$18,500 to employ a lost and found coordinator whose primary function will be to take photographs of incoming stray pets and display them on Animal Care's website and on Facebook. The lost and found coordinator will also post lost pet information on Craigs List, monitor online lost and found sites and local newspapers. The coordinator will also assist pet owners that have lost a pet by providing information on how to effectively search for a lost pet, and help when needed to design and print lost pet flyers.

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An additional \$2,166 in grant funding is requested to operate a monthly microchip and ID tag day at Animal Care. The goal will be to chip and tag seventy-five new animals at each event and to provide pet owners with information on what to do if their pet goes missing. Microchipping will cost \$10 and \$5 for ID tags. Funding will be used to offset staffing costs and to purchase yard signs to advertise and direct customers to the events.

### **Grant Timeline and Evaluation**

The timeline for utilizing grant funds for this initiative is twelve months, to begin July 1, 2013 and continue through June 30, 2014. Animal Care also requests that ASPCA consider funding the initiative for a second year (July 1, 2014 - June 30, 2015), should we meet and exceed the goals of this initiative.

The County of Greenville operates on a two-year budget cycle. Requests for additional positions and funding for these positions can be requested and considered every two years. Should the lost and found coordinator position effectively increase return to owner rates to meet the goal of this initiative, it will ask the County of Greenville to fund the position permanently.

The monthly microchip and pet ID tag days will likely be scheduled for the first or last Saturday of each month and each event will run for approximately three hours. A total of twelve events will be held between July 1, 2013 and June 30, 2014.

Animal Care will measure the success of this project in several ways, to include: monitor return to owner rates in relation to the number of incoming animals; track the number of pets microchipped and ID tagged at the monthly events; and track any increase in the number of public pets microchipped and ID tagged at the Animal Care Clinic on days other

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than the chip/tag event from an increase in public awareness of microchipping and the importance of placing ID tags on pets.

This project initiative will also be measured by tracking any income brought in through microchip/ID tag events and by return to owner fees. If by adding a lost and found coordinator position, Animal Care improves return to owner rates by 2% as anticipated with this initiative, it would generate an additional \$30,000 in annual revenue in return to owner fees. Animal Care will use the additional revenue to justify the lost/found coordinator as a permanent position once ASPCA funding has expired.

If a monthly microchip and ID tag event is successful at bringing in 75 or more pets for these services, Animal Care will also be able to sustain the continuation of this monthly service once ASPCA funding has expired.

**Greenville County Animal Care**  
**Lost Found Pet Initiative Budget**  
**July 1, 2013 - June 30, 2014**

	<b>Total</b>
<b>Income</b>	
ASPCA Grant Funding Amount Requested	\$20,810
Project Funding Committed by Greenville County Animal Care	\$6,390
<b>Total Income</b>	<b>\$27,200</b>
 <b>Expenses</b>	
Lost & Found Coordinator Position Salary	\$18,500 ^
Staffing - Chip/ID Event	\$2,166 ^
Advertising - Chip/ID Event (8 yard signs @ \$18 each)	\$144 ^
Microchip Supplies for Monthly Event	\$5,400
ID Tag Supplies for Monthly Event	\$810
Miscellaneous Event Expenses (brochures, printing, etc.)	\$180
<b>Total Expenses</b>	<b>\$27,200</b>
<b>Difference (Income Less Expenses)</b>	<b>\$0</b>

^ = Requested Funding from ASPCA Grant