

# Memorandum



**Date:** May 5, 2020

**To:** Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

Agenda Item No. 3(B)(1)

**From:** Carlos A. Gimenez  
Mayor

Resolution No. R-344-20

**Subject:** Resolution Ratifying the County's Application for an ASPCA Grant in the Total Amount of \$100,000.00 to support the Miami-Dade Animal Services Pet Retention Program; Authorizing the County to Receive and Expend Such Grant Funds and to Exercise and Execute Necessary Contracts and Agreements

## **RECOMMENDATION**

It is recommended that the Board of County of Commissioners (Board) ratify the action of the County Mayor or the County Mayor's designee in applying for a \$100,000 grant from the American Society for the Prevention of Cruelty to Animals (ASPCA), in order to continue the Pet Retention Program (Expanded Safety Net Program or Program), a program operated by the County's Animal Services Department (ASD), which encourages pet retention by owners, reduces shelter intake and improves pet welfare. It is further recommended that the Board authorize the County Mayor or the County Mayor's designee to receive and expend said grant funds, exercise and execute such contracts, agreements, Memoranda of Understanding (MOU), as may be necessary to further the purposes as described in the funding requests and to apply for, receive and expend future funds that may become available under this program, after review by the County Attorney's Office as to form and legal sufficiency.

## **SCOPE**

The impact of this item will be countywide, as the grant funds requested will assist ASD with continuing the Pet Retention Program which encourages and assists pet owners to remain with their pets and reduces shelter intake.

## **FISCAL IMPACT/FUNDING SOURCE**

There is no fiscal impact to the County with the approval of this item, as the approval of this item may result in a financial benefit to the County. The grant does not require any matching funds.

## **TRACK RECORD/MONITOR**

Elena Quevedo, Grants Coordinator, Animal Services Department will monitor and process the disbursement and expenditure of grant funds and manage any programmatic and fiscal reporting in accordance with reporting and auditing procedures agreed upon by ASD and the ASPCA.

## **BACKGROUND**

ASD has successfully applied for and received grants from the ASPCA since 2010. On April 6, 2010, the Board adopted Resolution No. R-377-10, which accepted a three year, \$600,000 grant from the ASPCA which allowed ASD to collaborate with various community partners in an effort to assess gaps in shelter services and make recommendations on how funding could make the greatest impact. Subsequent grant awards from the ASPCA totaling \$324,500 were authorized by the Board through Resolution No. R-618-15 adopted on June 30, 2015.

Most recently, on June 6, 2017, the Board adopted Resolution No. R-572-17, which awarded ASD with \$85,000 to create the Expanded Safety Net Program. This Program allows ASD to provide

Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners  
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pet owners with resources that may encourage them to keep their pets and further reduce shelter intake. The grant included in this item will continue the Program and will target programming focused on assisting Miami-Dade County residents wishing to relinquish their pets with broader support to avoid surrenders and therefore reduce shelter intake.



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Jennifer Moon  
Deputy Mayor



**MEMORANDUM**

(Revised)

**TO:** Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

**DATE:** May 5, 2020

**FROM:**   
Abigail Price-Williams  
County Attorney

**SUBJECT:** Agenda Item No. 3(B)(1)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's present \_\_\_\_, 2/3 membership \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) \_\_\_\_) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required



**Section 2.** Authorizes the County Mayor or the County Mayor’s designee to receive and expend those grant funds.

**Section 3.** Authorizes the County Mayor or the County Mayor’s designee to exercise and execute such contracts, agreements, Memoranda of Understanding (MOU), as necessary to further the purposes described in the funding requests, after review by the County Attorney’s Office for form and legal sufficiency.

**Section 4.** Authorizes the County Mayor or the County Mayor’s designee to apply for, receive and expend future funds should they become available through the grant program.

The foregoing resolution was offered by Commissioner **Audrey M. Edmonson**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

	Audrey M. Edmonson, Chairwoman	<b>aye</b>	
	Rebeca Sosa, Vice Chairwoman	<b>aye</b>	
Esteban L. Bovo, Jr.	<b>absent</b>	Daniella Levine Cava	<b>aye</b>
Jose “Pepe” Diaz	<b>aye</b>	Sally A. Heyman	<b>aye</b>
Eileen Higgins	<b>aye</b>	Barbara J. Jordan	<b>aye</b>
Joe A. Martinez	<b>aye</b>	Jean Monestime	<b>aye</b>
Dennis C. Moss	<b>aye</b>	Sen. Javier D. Souto	<b>aye</b>
Xavier L. Suarez	<b>aye</b>		

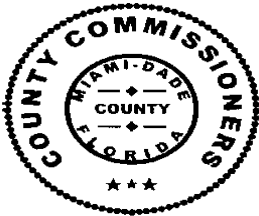
The Chairperson thereupon declared this resolution duly passed and adopted this 5<sup>th</sup> day of May, 2020. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

**Melissa Adames**

By: \_\_\_\_\_  
Deputy Clerk



Approved by County Attorney as  
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "E. Gonzalez", is written over a horizontal line.

Eduardo W. Gonzalez



**Grant Agreement Reference:**

NAME: **Miami-Dade Animal Services**  
PROJECT: **Miami-Dade Animal Services Pet Retention Program**  
AMOUNT: **\$ 100,000**  
GRANT NUMBER: **201912-26499**  
GRANT TERM: **12/30/2019 - 12/30/2020**  
ASPCA GRANT OFFICER: **Dave Betournay**  
  
GRANT ACCOUNT LOGIN: <https://aspca.fluxx.io>

December 30, 2019

Alex Muñoz  
3599 NW 79 Avenue  
Doral, FL 33122

Dear Alex Muñoz,

The American Society for the Prevention of Cruelty to Animals (the "ASPCA") is deeply honored to be able to grant to Miami-Dade Animal Services (the "Grantee," and together with the ASPCA, the "parties" and each a "party") the amount of \$ 100,000 (the "Grant"). These funds are designated for the purpose set forth below and as outlined in your grant request and as further described in this agreement (this "Agreement") and, if applicable, its amendments: Miami-Dade Animal Services Pet Retention Program (the "Project").

Unless otherwise noted in the payment schedule below, the ASPCA shall pay the grant to the Grantee approximately two to six weeks following receipt of the signed original contract, including all pages. By signing this Agreement, you represent and warrant that Grantee will meet the obligations specified in this Agreement.

Intending to be legally bound and in consideration of the Grant provided to the Grantee and the desire of the Grantee to conduct the Project, the parties hereby agree to the following terms and conditions as of the first date listed above (the "Effective Date"):

**1. Grantee Requirements.**

The Grantee shall communicate with Dave Betournay ([dave.betournay@aspca.org](mailto:dave.betournay@aspca.org)) (the "ASPCA Grant Officer") according to the schedule and additional instructions (if applicable) to review and evaluate the use of the Grant funds.

Report Type	Due Date
Final Report	12/30/2020

Requirements must be submitted through your ASPCA Grants account at: <https://aspca.fluxx.io/>

An explanation of additional grant requirements you may be asked to fulfill are described in Schedule 1 and on our website at [aspcapro.org/grant-reporting-requirements](http://aspcapro.org/grant-reporting-requirements).

You are required to provide additional information relating to this Grant upon the ASPCA's request. Such additional information may include but is not limited to: receipts (up to three years after the Grant end date), photographs, and press information. In addition, you are required to provide access to the ASPCA upon the ASPCA's request so that the ASPCA may conduct a site visit of your location(s) during standard business hours, or at a day and time mutually agreed upon by the ASPCA and the Grantee. The ASPCA will provide you with reasonable notice of any such request unless otherwise mutually agreed upon.

You may submit requirements upon completion at any point during the grant term. Organizations that fail to submit required documentation in a timely manner may jeopardize future grants and/or grant payments. Should you need a due date extension, please forward your request, prior to the due date, to [dave.betournay@aspca.org](mailto:dave.betournay@aspca.org) with the requirement type (e.g. Progress Report, Final Report, etc.), an explanation for your request (including the reason for the anticipated delay) and your preferred new due date.

**2. Use of Grant Funds.** The ASPCA shall pay the Grant to the Grantee according to the following approximate schedule:

Payment ID	Due at	Amount Due
761265	12/30/2019	\$ 100,000

Please note that payment is contingent upon our receipt of the signed contract, including all pages of the Agreement and original signature on the Agreement, from you. The ASPCA will not advance Grant funds until all required documents have been received and reviewed. Please return the originally executed agreement as soon as possible in order to expedite payment.

The Project shall consist of the activities outlined in the Grant request submitted to the ASPCA that pertain to "Miami-Dade Animal Services Pet Retention Program".

The Grantee agrees that it is the sole employer of all individuals who are compensated in whole or in part with Grant funds, or whose employment, fellowship or internship position arises in any way as a direct or indirect result of the Grant (each a "Funded Position"). The Grantee further agrees that it is exclusively responsible for the classification and engagement of any contractors whose fees and/or expenses are paid in whole or in part with Grant funds ("Funded Contractor"). Accordingly, the Grantee agrees that with respect to any Funded Position and/or any Funded Contractor, the Grantee is exclusively responsible for compliance with, and will comply with, any and all applicable federal, state and local employment laws, regulations and rules, including, but not limited to, any employer obligations to: (a) timely pay all wages or other compensation due; (b) withhold and remit employment taxes; (c) administer any required discipline; (d) provide insurance coverages; (e) prohibit



protected characteristic; and (f) provide any required leave or accommodation. The Grantee acknowledges and agrees that the parties to this Agreement are in the relationship of Grantor and Grantee, and the use of Grant funds for Funded Positions and/or Funded Contractors does not constitute a joint venture, affiliation, or joint employment relationship of any kind.

The Grantee acknowledges and agrees that the grant shall be used exclusively for costs incurred directly in connection with the Project and as set forth in this Agreement, and that failure to do so will result in the Grantee having to return the grant to the ASPCA within ten (10) days of the ASPCA's request to do so.

The Grantee agrees that at no time will any funds it receives from the ASPCA be used to attempt to influence the outcome of any selection, nomination, election, or appointment of any individual to any public office or office of a political organization within the meaning of Internal Revenue Code Section 527(e)(2), and shall furthermore not use any of the funds it receives from the ASPCA to participate in, or intervene in (including the publishing or distributing of statements) any political campaign on behalf of (or in opposition to) any candidate for public office.

The Grantee hereby grants to the ASPCA a license to use the Grantee's name and trademarks on materials directly related to the activities of the Project and/or the Grant. The Grantee Key Contact is Alex Muñoz (the "Grantee Key Contact"), and the Grantee Key Contact shall communicate with Dave Betournay (dave.betournay@aspc.org) on an as-needed basis to review and evaluate the use of the Grant funds. The Grantee Key Contact is encouraged to contact the ASPCA Grant Officer at any time to communicate information related to the grant, and must contact the ASPCA Grant Officer as soon as practicable if the Grantee expects that it may need to make any changes to the Project, or it encounters circumstances that may substantially impact outcomes or goals stated in the application or enumerated in this contract.

For projects that include grant funds used to purchase food for a gathering of individuals, including at conferences, trainings and other events sponsored by the ASPCA, the Grantee will limit the use of ASPCA funds to purchase vegetarian, vegan, fish or welfare-certified meat products only. "Welfare-certified meat products" shall mean products that are from farms, obtained either directly or through another supplier (restaurant, retailer, etc.), that are certified by at least one of the following certification programs: (a) Animal Welfare Approved; (b) Certified Humane; and/or (c) Global Animal Partnership, Steps 2 and above. For more information about welfare-certified products or where to locate welfare-certified products, please visit <http://www.aspc.org/take-action/help-farm-animals/finding-higher-welfare-products>.

Employees, volunteers or other associates of the Grantee whose food expenses are reimbursed or otherwise paid from ASPCA grant funds, including, but not limited to beneficiaries of travel stipends and scholarships, are strongly encouraged to choose higher-welfare meat products, fish, vegan or vegetarian food.

**3. Acknowledgement of ASPCA Support.** In consideration of the grant, the Grantee shall publicly acknowledge that the Project was made possible through a generous grant from the ASPCA and shall reference the ASPCA in all "Project Materials." "Project Materials" shall include, but not be limited to, all copy, script, text, graphics, photographs, video, audio, promotional and advertising materials, and all other editorial matter(s) or press releases relating to the Project. The Grantee shall submit the Project Materials for review and approval by the ASPCA Grant Officer prior to its inclusion in any materials prepared and intended to be distributed regarding the activities of the Project. No changes on the approved version of any Project Materials shall be instituted by the Grantee without the prior written approval of the ASPCA Grant Officer. The ASPCA hereby grants to the Grantee a license to use the ASPCA Trademarks on materials directly related to the activities of the Project. "ASPCA

Logos must always appear in PMS 422 and 021, unless used in materials that are completely black and white in nature, in which case it may appear in black; and "The American Society for the Prevention of Cruelty to Animals®". The ASPCA has the right in its sole discretion to require the Grantee to remove all references to the ASPCA's involvement if the ASPCA determines that the Grantee is not fulfilling its obligations under this Agreement or if for any other reason the ASPCA determines that it is no longer in the ASPCA's best interest to be referenced in such manner.

Jpegs of the ASPCA logo are included on the URL below for your use on your website or other collateral. Additional logos and badges can also be found there: <http://aspcapro.org/badges>. Instructions regarding links to the ASPCA's website can be found at this URL: <http://www.aspca.org/about-us/linking-policy>.

For assistance regarding recognition of your Grant, including press releases, advisories, or general media outreach, please contact the ASPCA's Media Department at [press@aspca.org](mailto:press@aspca.org). A suggested press release template is provided as Schedule 2 as a helpful guide. Social media tips are provided on Schedule 3.

**4. Records.** The Grantee will keep accurate books and records with respect to the grant in accordance with generally accepted accounting principles and business practices. The Grantee will maintain its books and records in such a manner that the receipts and expenditures of the Grant funds will be shown separately on such books and records in any easily checked form. The Grantee will keep records of receipts and expenditures made of Grant funds as well as copies of the reports submitted to the ASPCA and supporting documentation for at least three years after completion of the use of the Grant funds, and will furnish or make available such books, records, and supporting documentation to the ASPCA for inspection at reasonable times from the time of the Grantee's acceptance of the Grant through such period.

**5. Maintenance of Tax-Exempt Status.** In carrying out the Project, the Grantee shall comply with all applicable federal, state and local laws and regulations. If the Grantee is a 501(c)(3) organization, the Grantee certifies that it is in good standing with the Internal Revenue Service and shall notify the ASPCA immediately of any change in, or challenge by the Internal Revenue Service to, its status as a 501(c)(3) tax-exempt organization.

**6. Termination.** The ASPCA may, in its sole discretion (i) withhold payment of funds until in its opinion the situation has been corrected or (ii) declare the Grant terminated in any of the following circumstances:

- a. If, as the result of the consideration of reports and information submitted to it by the Grantee or from other sources, the ASPCA, in its sole discretion, determines that continuation of the Project is not reasonably in furtherance of the ASPCA's mission to provide effective means for the prevention of cruelty to animals throughout the United States (the "ASPCA Mission") or that the Project is not being executed in substantial compliance with the grant request (or work plan as revised) or that the Grantee is incapable of satisfactorily completing the work of the Project;
- b. In the case of any violation by the Grantee of the terms and conditions of this Agreement;
- c. In the event of any change in, or challenge by the Internal Revenue Service to, the Grantee's status as a 501(c)(3) tax-exempt organization if applicable; or
- d. If it is revealed that, during the Project, the Grantee is or was involved in any activity or makes any statement disparaging of, or reflecting unfavorably upon the ASPCA, tarnishes the reputation of the ASPCA or is not in alignment with the ASPCA Mission.

shall so notify the Grantee, whereupon it, if so requested by the ASPCA, shall promptly refund and pay back to the ASPCA any unexpended balance of the Grant funds in the Grantee's hands or under its control.

Upon completion of the Project or termination of this Agreement for any reason, the ASPCA will withhold any further payments of Grant funds and the Grantee shall, at the option of the ASPCA, repay to the ASPCA any portion of the Grant funds that were not spent for the Project. All such determinations by the ASPCA under this Section 6 will be final, binding and conclusive upon the Grantee.

**7. Unspent Grant Balance.** If the Grantee anticipates not spending or committing to spend the full grant amount within the Grant Term, the Grantee may request an extension to allow for more time to complete the Project without requesting additional funds. To request an extension, the Grantee must login to the ASPCA grants portal at <https://aspc.fluwx.io/> 30 days prior to the grant end date or earlier to provide the following: 1) a brief (2-3 sentence) explanation for why the extension is necessary, 2) any proposed changes to the Project budget line items, if applicable, and 3) a proposed new end date for the grant.

The ASPCA, in its sole discretion, may approve the extension request and extend the grant term to a date different from the Grantee's proposed new end date. If the ASPCA declines the request for an extension, or if the Project is completed but carries a balance of unspent funds, the Grantee shall promptly refund and pay back to the ASPCA the unexpended balance.

**8. Future Funding.** The Grantee acknowledges that the ASPCA and its representatives have made no actual or implied promise of funding except for the amounts specified in this Agreement. If any of the Grant funds are returned or if the Grant is rescinded, the Grantee acknowledges that the ASPCA will have no further obligation to the Grantee in connection with this Grant as a result of such return or rescission.

**9. Modification.** No amendment or modification of this Agreement shall be valid, unless made in writing and duly executed by the parties hereto. To request a modification, the Grantee must login to the ASPCA grants portal at [https://aspc.fluwx.io.](https://aspc.fluwx.io/)

**10. Miscellaneous.** This Agreement is intended to be binding upon the Grantee and the ASPCA. This Agreement represents the final agreement between the parties with respect to the subject matter hereto, and supersedes any and all prior agreements, written or oral, between the parties with respect to the matters contained herein. This Agreement is not intended to, nor shall it be deemed to create, any partnership or joint venture between the Grantee and the ASPCA. This Agreement shall be interpreted, governed by and construed in accordance with the internal laws of the State of New York, without regard to the conflict of laws principles thereof. The parties hereto acknowledge and consent to personal jurisdiction and venue exclusively in New York, New York with respect to any action or proceeding brought in connection with this Agreement. This Agreement may be executed by the parties hereto in counterparts, each of which, when executed and delivered, shall be deemed to be an original and all of which shall constitute together the same document.

If the terms and conditions of this Agreement are acceptable, please sign this Agreement and return it to us. By signing this Agreement, you represent and warrant that you are capable of binding the Grantee to the terms set forth in this Agreement.

SIGNATURE PAGE BELOW  
GRANT NUMBER: 201912-26499  
GRANT AMOUNT: \$ 100,000

Sincerely,  
**THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS**

DocuSigned by:  
*Beverly D Jones*  
2C96EE50D3234E1...

Beverly Jones  
Senior Vice President and Chief Legal Officer

**ACCEPTED AND AGREED:**

Miami-Dade County, Animal Services Department

By (signature of CEO/President/Director): *[Signature]*

Name/Title: *Jennifer Moon*, Mayor's Designee

Approved by County Attorney as to Form and Legal Sufficiency

*[Signature]*  
Eduardo W. Gonzalez



**Grantee ACH Payment Setup/Change Form**  
ASPCA uses ACH (Automated Clearing House) as the primary payment method.  
Please fill in remittance details on the page below.

Please check the appropriate box below:

- New ACH Payee:** Complete ALL the information below if your organization has never received an ACH payment from the ASPCA before.
- Existing ACH Payee:** Enter any changes below to your existing banking information if your organization has previously received an ACH payment from the ASPCA.

**ACH Payment Instructions**

Please provide the following information for electronic payment via ACH for the Payee listed below.  
Review this information carefully. It is the only information we have to ensure that funds will be deposited into the correct account.

**Payee: Miami-Dade County Animal Services**

**Bank Name:** Wells Fargo Bank, N.A.

**Bank Address (U.S.-based only):** 420 Montgomery St., San Francisco, CA 94104

**ABA/Routing Number (9-digits):** 121000248

**Account Name:** Miami Dade County

**Account Number:** 2696206696688

**Account Type (e.g. Checking; Savings):** Checking

**Remarks, if any:** \_\_\_\_\_

- If your organization prefers payment by CHECK, please click this box to opt out of ACH payments. Check will be mailed to the address below unless otherwise indicated:**

Mailing Address:	Alternate Address (optional):
Alex Muñoz Miami-Dade Animal Services 3599 NW 79 Avenue Doral, FL 33122	   

**THANK YOU!**

## Schedule 1: Grant Reporting Requirements

We require ASPCA grantees to fulfill a variety of requirements based on the grant size and purpose. We make every effort to minimize the reporting burden on grantee while employing best practices in all of our grants programs.

Please follow these guidelines when submitting requirements:

- Submit ALL requirements online by logging into your ASPCA Grant Account at <https://aspca.fluxx.io/>.
- Please adhere to the due dates – you may submit fulfilled requirements at any point during the grant term. Should you need extra time to submit any particular requirement, please login to your ASPCA Grant Account prior to the due date with 1) a request for a due date extension, 2) the preferred due date and 3) an explanation for the request.

Grantees will be asked to submit some or all of the following requirements:

- **Final Report** - indication of results/outcomes and an analysis of your project plus an estimation or exact indication, if measurable, of the number of animals impacted by the grant. Narrative text entry and/or upload.
- **Financial Report/Receipts** - a comprehensive list of expenditures for which grant money had been used (typically best submitted in a spreadsheet). Financial Reports for projects that produce accurate, easily measurable outputs, such as targeted spay/neuter programs, should identify the cost per animal as part of a detailed report on the project. Receipts and/or invoices should be uploaded when appropriate. Narrative text entry and/or upload.
- **Photos** - Generally, we ask for photos that show pictorial evidence of the intended use of funds; we may also ask for photos associated with human interest stories for promotional purposes. Narrative text entry for captions plus uploads.
- **Press Information** - links to or uploads of press releases, clips or links showing recognition of the ASPCA's grant for your project. You can also include stories, anecdotes, quotes, and social media posts that could be used for promotional purposes including human interest stories with accompanying photos. Narrative text entry and/or upload.
- **Progress Report** - an interim report designed to inform your grant officer on the status of the project. Narrative text entry and/or upload.
- **Signed Amendment** - an interim report designed to inform your grant officer on the status of the project. Narrative text entry and/or upload.
- **Signed Contract** – all grant awards payments are contingent upon your submission of your signed contracts. Electronic signature (DocuSign) is preferred. (If you are unable to sign and send your contact electronically, please email it to [grants@aspca.org](mailto:grants@aspca.org), or mail to: ASPCA, Attn: Grants Department, 520 8th Avenue, 7th Floor, New York, NY 10018).
- **Site Visit** – indicates that a grant officer wishes to make a physical site visit of your facility during the grant term, sometimes as a condition of payment or to provide your organization with additional non-cash outreach and resources.

## Schedule 2: Press Release Template (Optional)

# Your Organization's Logo Here

[DATE]

Media Contact: [NAME]  
[PHONE] / [EMAIL]

### **Headline** *Subheader*

[City], [State]—The [Organization] today announced (general information about the initiative/program/event/grant)

"Compelling opening statement about a problem," said Spokesperson, title. "Quote that includes more information about how the funding will assist in impacting animals." (Example: "Many families have sadly had to part with their pets in recent years as a result of the economic downturn," observes Jane Doe, director of shelter operations. "These funds will help expand our safety net program in order to keep more families together.")

*Optional quote from the ASPCA (must contact ASPCA Media Department [press@aspca.org](mailto:press@aspca.org))*

Paragraph with detailed information about initiative/program/event/grant.

For more information, please visit [website].

### **About [Organization]**

History and background of your organization.

###

## Schedule 3: Social Media Tip Sheet for Grantees

### Why Use Social Media?

Using social media tools such as Facebook, Twitter, YouTube, and blogs to spread the word about your organization and the great work it does can be a powerful and cost-effective strategy for capturing the attention of potential and existing adopters and donors. If you aren't already using social media, here are three of the most compelling reasons to do so:

- e.  **The potential reach of social media is immense.** In contrast to more conventional publicity vehicles, such as printed advertisements, nearly everyone has equal access to your message, and your audiences can easily and immediately share that message with their audiences, helping it go exponentially farther. Social media tools make it easier to see who you're reaching and easier to interact with your constituents, and thereby build and strengthen connections with them.
- f.  **Social media tools are free.** There is no cost to sign up for accounts on Facebook, Twitter, YouTube, or blogging sites such as WordPress or Blogger, which eliminates barriers to entry for cash-conscious organizations. Social-media-savvy volunteers can provide *pro bono* assistance in promoting your organization's work with these tools.
- g.  **Brevity is a virtue.** In the social media realm, lengthy appeals can be counterproductive – usually a few words or lines, a brief story, a photo, or a video can be ideal for generating substantial interest in your efforts. There's no need to use every available social media platform – choose only the one(s) that best fit your organization's communication style.

### ASPCA Grant Publicity Guidelines

Social media tools make it easy to share news about your ASPCA grant and the project it is supporting! Updates on your successes that engage readers, along with clear and colorful photos and videos that showcase those successes, will help your group to attract more followers. We encourage you to publicize your funded project – and if you do, please loop in your grant officer to let him/her know!

### Connect with us...



...on Twitter at **@aspcapro** and **@aspcapro**  
Using the **#aspcagrants** hashtag to share news of your ASPCA grant and its impact makes it easy for adopters and donors across the Twitterverse to catch wind of your success, whether or not they're already followers.



...on Facebook at **facebook.com/aspcapro** and **facebook.com/ASPCAPro**  
Becoming a "fan" of ours and creating a "fan" page of your own makes it easy for the ASPCA, other organizations, and the general public to learn about your organization and the great work you do, and to share your success with others. We hope you'll "like" us!



...on YouTube at **youtube.com/ASPCA** and **youtube.com/ASPCAPro**  
Many smartphones make it easy to shoot and upload videos to YouTube, which provides a powerful platform for your audiences to literally see your work in action. Subscribe to the ASPCA's channel and see how other animal welfare organizations are using YouTube to bring their efforts to life.

### Resources

- **ASPCAPro Resource Library** (<http://www.aspcapro.org/resource-library>) – This repository of articles, tip sheets, and webinars has been developed specifically to serve the needs of our grantees.
- **The Social Animal** (<http://www.thesocialanimal.com/>) – A blog focused on helping animal welfare advocates use social media tools to accomplish their mission more effectively.
- **Beth Kanter's Blog** (<http://www.bethkanter.org/>) – A blog focused on helping nonprofits use social media and other digital tools to achieve social change.





### Miami-Dade Animal Services

G-201912-26499 - Pre-Authorized Application  
 Amount Granted: \$100,000.00 - Approval Date: 12/30/2019  
 Tax Status: Governmental (Municipality/County)  
 Doral, Florida 33122

#### ▼ Organization Information

**Organization:** Miami-Dade Animal Services  
**If an ASPCA employee solicited (formally invited) this request, please list his/her name here. If not, leave blank.** David Betournay

#### General Request Information

**What type of request are you applying for?** Pre-Authorized Application  
**Project Title:** Miami-Dade Animal Services Pet Retention Program

**For what purpose(s) do you anticipate using the requested funds?**

According to the U.S. Census Bureau, Miami-Dade County's poverty rate stood at 16.7% in 2018 – that is 2.7 percent higher than Florida's poverty rate and 4.4 percent higher than the national rate. Median gross rents are 11% higher in Miami-Dade than Florida and median monthly housing costs are also approximately 20% higher. However, median household income in Miami-Dade is 9% lower than Florida's median income. With higher living costs and lower income, many individuals living in our County must prioritize expenses, sometimes making pet ownership and maintenance unaffordable. To alleviate some of the financial barriers, and keep pets and their families together, Miami-Dade County Animal Services Department's (ASD's) Retention Program provides short term support to needy pet owners for medical services, supplies, including dog houses, enclosures, temporary boarding, and waiver of County licenses. For purposes of this request, ASD will invest ASPCA's \$100,000 funding toward assistance with medical services and enclosures in accordance with the enclosed budget.

ASD has trained its team of seven Receiving Clerks on administering a questionnaire to persons who come to our Pet Adoption and Protection Center to surrender pets. Through the questionnaire and general interaction with the pet owner, the Receiving Clerks determine if the owner is a candidate for the Pet Retention Program. Owners that express a desire to keep their pets through this process and that have a circumstance that can be reasonably addressed, are assisted in the following ways, as applicable to the specific case:

- Referred for veterinary services by ASD's Retention Coordinator, who personally contacts participating vets to set same day medical appointments and approves services and payments in accordance with established tiers (see attached) through a phone consultation with the vet. Once the owner presents with his/her pet to the vet

clinic, the vet performs an exam and contacts the Retention Coordinator to confirm the amount of the treatment or procedure to be administered. After services are rendered, the vet clinics directly bill ASD who issues payment in accordance with the pre-approved treatment amount. In order to reach as many individuals and pets as possible, animals with chronic conditions or requiring treatments that are exorbitant are not eligible for this program.

- Provided enclosures/ dog houses to prevent pets from running away.

In addition to the shelter program, Animal Welfare Officers (AWOs) may offer enclosures and pet houses to owners to prevent them from escaping. ASD purchases these enclosures and pet houses and deploys Animal Welfare Aides to deliver and install them at the pet owner's home within 30 days of receiving a warning from the AWO. Additionally, the field services team provides medical vouchers on a case by case basis to improve animal welfare.

While the need for ASD's retention program has grown beyond the level of funding support that can be provided by the ASPCA, ASD will focus fundraising efforts toward raising funds to meet the funding gap as well as apply for grant funding to continue and expand the program. One grant request is currently being reviewed by the Petco Foundation and ASD will be pursuing a Preserving Families grant from PetSmart Charities in April 2020 when the cycle opens. As additional funding is secured, ASD will use unrestricted dollars from its Animal Services Trust Fund to ensure that services continue.

From the perspective of animals lives impacted, ASPCA's \$100,000 funding commitment will directly impact 320 animal lives. At an average cost of \$500 per medical service, ASD anticipates it will be able to assist 60 animals during the established grant period of January 1, 2020 and December 31, 2020. 260 dogs will be assisted on the field through the purchase of enclosures and dog houses.

**Anticipated Start Date for Use of Funds:** 12/30/2019

**Anticipated End Date for Use of Funds:** 12/30/2020

**Funding Details**

**Request Amount:** \$100,000.00

**PROJECT BUDGET**

**Project Budget**

Please note: The grand totals will not automatically update. The grand totals will calculate after the application is saved.

Expense Type	Total Project Cost	Amount Requested from ASPCA
Supplies	\$155,000	\$70,000
<b>Expense Description</b>	Enclosures - Approximately \$269 per enclosure. 260 animals to be assisted using ASPCA grant funds for enclosures. An additional 316 animals are projected to be assisted through ASD's match.	
Animal Care (Medical & Non-Medical)	\$110,000	\$30,000
<b>Expense Description</b>	Medical Expenses - Approximately \$269 per enclosure. 260 animals to be assisted using ASPCA grant funds for enclosures. An additional 316 animals are projected to be assisted through ASD's match.	
<b>Grand Total:</b>	<b>\$265,000</b>	<b>\$100,000</b>

### Acknowledgement

By submitting an application for an ASPCA grant, you agree to allow the ASPCA to utilize the information submitted on such application in any way it deems appropriate to support its mission to prevent cruelty to animals, including fundraising. Such uses may include, but are not limited to, reproducing such information in print or on the ASPCA website and/ or allowing third parties to access such information. In addition, by submitting this application, you hereby certify that the requesting organization is aware of and endorses this request and the information herein and you are authorized to submit this application on behalf of the requesting organization.

**Acknowledgment of Submission of Application to ASPCA:** Yes

### Grant Request Documents

#### Grant Request Documents

If there are additional documents regarding this request that you'd like the grant officer to consider, please upload those documents into the "request" section below.

*Please upload all documents using the following method:*

*Click on the '+' below and to the right of each attachment type to open the document uploader, select your file, choose the document type from the drop-down menu and click Start Upload. Once the progress bar has reached 100%, you may close the window.*

#### GRANT REQUEST DOCUMENTS

### Organizational Documents

#### Organization Documents

Please review the documents in the Organization Document section below.

- For municipal agencies, a signed W-9 is REQUIRED.
- For nonprofit organizations, a recent 990, a copy of the IRS letter of determination and a copy of a current budget is REQUIRED.

If any required documents are missing OR out of date, please return to your organization profile and provide updated documents. Failure to do so will result in declination or delay in reviewing this request.

*Please upload all documents using the following method:*

*Click on the '+' below and to the right of each attachment type to open the document uploader, select your file, choose the document type from the drop-down menu and click Start Upload. Once the progress bar*

has reached 100%, you may close the window.

ORGANIZATION DOCUMENTS



FY 2019-20 Adopted Budget.pdf

**Other Document**

Added by Elena Quevedo at 4:56 PM on December 26, 2019



FY 2018-19 Adopted Budget.pdf

**Organization or Agency Budget**

Added by Elena Quevedo at 3:06 PM on August 30, 2019



W-9-MDAS.pdf

**990 Tax Form**

Added by Lillian Bohorquez at 11:08 AM on November 17, 2017