



# Greenville County Animal Care

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*Helping People Help Animals*

**Date:** June 21, 2014

**To:** Ruth Parris

**From:** Shelly Simmons

**Re:** Graham Foundation – “The Cat’s Meow” grant proposal

Amount Requested: \$44,000  
Project Duration: 1 year  
Grantor: Graham Foundation

Greenville County Animal Care (‘Animal Care’) is seeking \$44,000.00 in grant assistance for a 12-month pilot of the Cats’ Meow Project. The proposed project is a fee-waived feline adoption program designed to increase the rate of adoptions while decreasing or eliminating the need to euthanize cats due to lack of space.

Animal Care’s history of adopting free cats substantiates that cats that are marketed for ‘FREE’ are adopted more quickly than cats with fees. By removing the fees customers are motivated to adopt. Cats are then moved quickly through the shelter and into homes, thereby reducing their length of stay, the stress on individual cats and kittens when they linger in the shelter, and providing more space, time and funds to assist other cats.

Additionally, rescue agencies that take cats from Animal Care to rehome are more likely to pull a cat if the fees have been waived. The savings allows rescue groups to invest more of their funding into marketing foster and adoption campaigns.

The funding from this grant would be used to cover Animal Care’s ‘make ready’ costs for 850 cats selected for the Cats’ Meow Project. The ‘make ready’ cost is \$40 per cat and includes Spay or neuter surgery, vaccinations, general de-worming, blood testing for Feline Leukemia and FIV and microchip along with registration.

This funding request also includes \$10,000.00 to cover additional media resources and additional marketing funds will advance the efforts of Animal Care by enabling more information about the Cats’ Meow Project to reach more people through an increased number of media outlets and broader distribution to include radio, television, outdoor, digital/social media and print media.