



# Spay-A-Day Keeps the Litter Away

Project #  
FY17-230

County: Prince George's County

<b>Number of Cats Spayed:</b>	<b>69</b>	<b>Number of Dogs Spayed:</b>	<b>125</b>
<b>Number of Cats Neutered:</b>	<b>71</b>	<b>Number of Dogs Neutered:</b>	<b>123</b>

<b>Amount Received: \$38,795.00</b>	<b>Amount Remaining (to be returned to MDA): -\$100.00</b>
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### Project Synopsis:

This campaign is an effort through use of grant funds to reduce the unwanted pet population within Prince George's County by spaying and neutering 365 household pets from February through December 2017.



### Project Description:

We provided spay and neuter services for low income residents of Prince George's County through a partnership with Last Chance Animal Rescue who operates our in-house spay and neuter clinic, The Spay Spot. The clinic agreed to provide surgeries at discounted rates, thereby enabling us to complete more surgeries with the funding issued. Each participant, a Prince George's County resident, upon approval of their application for free spay or neuter surgery, was issued a voucher number and was required to make an appointment at the clinic to complete the surgery. Upon surgery completion the voucher was voided and returned to us for verification of completion.

### Summary of Approach:

We approached the campaign first by targeting low-income areas that may have a greater need, and then creating awareness of our program by launching our marketing with a radio advertisement on WPGC 95.5 and its Spanish broadcasting counterpart WZOL 107.9. Both of these stations are high markets with the Prince George's community. We launched a social media campaign via e-mails, Facebook, Twitter and Instagram, and we also created and distributed written flyers in the targeted low-income neighborhoods (identified as Transforming Neighborhood Initiative areas) to educate and create awareness to the issue of pet overpopulation.

### Accomplishments:

During this grant year, we were able to spay and neuter 388 animals -- 140 cats and 248 dogs. We surpassed our goal by 23 pets, but were still able to stay within \$100 of our allotted grant.

### Lessons Learned:

We experienced one minor setback in reaching the targeted surgery number by the December 1<sup>st</sup> deadline because a significant number of the vouchers that were issued were not utilized during the designated time



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frame for a variety of reasons. In order to reach our targeted number of completions, we then issued vouchers beyond the allotted 365, taking this issue into account. Consequently, we overstepped our target by 23 surgeries because many recipients waited until the last hour to complete their voucher requirement deadlines.

**Attachments:**

Radio Advertisement Invoice  
Comprehensive Spay Neuter List

**For More Information Contact:**

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**Organization Name and Address:**

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