

# 2024 Pet Lover's License Plate Program

## Request for Grant Proposals



**Released:**  
November 1, 2023

**Grant Proposals Due:**  
By 5:00 p.m. PT on November 29, 2023  
Late submissions will not be accepted.



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# Table of Contents

About the Program .....	1
Purpose .....	1
Funding and Duration .....	1
Eligibility .....	1
Timeline .....	2
How to Apply .....	2
Funding Categories .....	3
Additional Guidance .....	3
Assistance and Questions .....	3
Grant Proposal Questions and Scoring .....	4
Project Information Page .....	4
CDFA Application Intake Form .....	4
Grant Proposal Application Form.....	5
Budget Template .....	7
Grant Proposal Budget .....	8
Personnel .....	8
Fringe Benefits .....	8
Travel .....	8
Supplies.....	8
Consultants/Contracts .....	8
Other .....	8
Total Expense Budget Cost.....	9
Allowable and Unallowable Costs .....	10
Allowable Costs .....	10
Unallowable Costs.....	10
Review and Notification .....	12
Review Criteria .....	12
Review Process.....	12
Notification and Feedback .....	12
Disqualifications.....	12
Grant Terms and Conditions .....	14
Reporting Requirements.....	14
Payment Process .....	14

# About the Program

## Purpose

The California Department of Food and Agriculture (CDFA) is pleased to announce a competitive solicitation process to award up to \$350,000 in funding under the California Pet Lover's License Plate grant program. This program is funded by fees associated with the original purchase, annual renewal, and conversion of Pet Lover's license plates from the California Department of Motor Vehicles.

The purpose of this program is to help stop pet overpopulation in California by providing funds for spay/neuter services to municipalities and non-profit organizations in California. The revenue received from the sale and renewal of the license plate is awarded annually through grant agreements to eligible organizations.

## Funding and Duration

The grant duration is one (1) year from June 1, 2024 – May 31, 2025. Grant funds cannot be expended before June 1, 2024 or after May 31, 2025. Grant Awards will range from \$25,000 to \$50,000. However, CDFA reserves the right to offer an award different than the amount requested.

## Eligibility

To be eligible, an organization must be:

1. A veterinary facility registered and in good standing with the Veterinary Medical Board; and,
2. Operated by a licensee manager registered and in good standing with the Veterinary Medical Board; and,
3. A veterinary facility operated by one of the following:
  - a. A California city, county, or city and county animal control facility that provides spay and neuter services to the public. The facility must be:
    - i. Current on its yearly rabies reporting requirements to the California Department of Public Health, Veterinary Public Health Section.
  - b. A California non-profit (501(c)3) organization holding a municipal contract for animal control service. The facility must be:
    - i. Current on its yearly rabies reporting requirements to the California Department of Public Health, Veterinary Public Health Section; and,
    - ii. Registered and in good standing with the Secretary of State.
  - c. A California non-profit (501(c)3) organization that offers low-cost or no-cost spay and neuter services. The facility must be:
    - i. Registered and in good standing with the Secretary of State.

## Executive Order N-6-22 – Russia Sanctions

On March 4, 2022, Governor Gavin Newsom issued Executive Order [N-6-22](#) regarding Economic Sanctions against Russia and Russian entities and individuals. “Economic Sanctions” refers to sanctions imposed by the U.S. government in response to Russia’s actions in Ukraine, as well as any sanctions imposed under state law. By submitting a proposal or application, the Applicant represents that it is not a target of Economic Sanctions. Should the State determine Applicant is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Applicant’s proposal/application any time prior to agreement execution, or, if determined after agreement execution, shall be grounds for termination by the State.

## Timeline

Release Request for Grant Proposals	November 1, 2023
Webinar	November 14, 2023, 1:00 pm PT
Grant Proposals Due	November 29, 5:00 pm PT
Review Period	December 2023 – February 2024
Announce and Award Funding	Spring 2024

## How to Apply

Applicants are required to complete and submit the 2024 Pet Lover’s License Plate grant proposal application online using the AmpliFund System (<https://www.gotomygrants.com/Public/Opportunities/Details/6d8cb031-c79d-4da6-87aa-cf34cb880ce9>), which can also be found on the CDFA Pet Lover’s website <https://www.cdfa.ca.gov/SpayNeuter/>.

Applicants must create a user account in AmpliFund to submit their proposals. AmpliFund is organized into various forms and pages utilizing a question-and-answer format. Questions are answered in one or more of the following formats: a drop-down menu, a text box with predetermined character limitations, yes/no, single-choice, or multiple-choice. Responses to all questions must be submitted in the manner and format required by the grant proposal application questionnaire in AmpliFund without exception.

## Computer System Recommendations

To ensure proposals are submitted successfully, CDFA strongly encourages all applicants to comply with the computer system recommendations provided by AmpliFund. CDFA cannot guarantee that the AmpliFund system will be compatible with other browsers or operating systems. Use of other browsers or operating systems may

limit the ability of CDFA staff to provide applicants with technical assistance, should any issues arise. AmpliFund recommends that applicants:

- Use Chrome, Firefox, Edge, or Safari.
- Avoid using an iPad, iPhone, or similar mobile device.
- Save work often, the system will time out after a period of time and any unsaved work will be lost.

Grant proposals must be submitted no later than 5:00 p.m. PT on November 29, 2023. For questions about the AmpliFund system, please contact CDFA by emailing [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) or calling CDFA at (916) 657-3231.

## Funding Categories

CDFA has identified five funding categories. Funding categories are intended to help prospective applicants develop their proposal and submit to the most appropriate category.

- In-House Spay/Neuter Services for Publicly Owned Animals
- Mobile Spay/Neuter Clinic for Publicly Owned Animals
- Voucher Program for Shelter Animals (Adopters receive a voucher to be used to spay/neuter their newly adopted pet)
- Voucher Program for Owned Animals (Redeemable at participating veterinarians)
- Feral Cat/TNR Program

## Additional Guidance

In developing the Grant Proposal and Budget, applicants should ensure that all costs are reasonable, necessary to meet the objectives of the project, allowable, and incurred in a manner consistent with the applicant organization's established practices.

All Pet Lover's License Plate grant proposals are subject to Section 330.2 of the [Grant Administration Regulations](#).

## Assistance and Questions

To maintain the integrity of the competitive process, CDFA is unable to advise and/or provide individuals information regarding specific grant proposals during the solicitation process. However, CDFA encourages all applicants to view the frequently asked questions available on the Pet Lover's website <https://www.cdfa.ca.gov/SpayNeuter/> for assistance.

# Grant Proposal Questions and Scoring

Failure to answer one or more application questions may result in disqualification. The following questions and descriptions are provided as a preview of the application, accessible only in AmpliFund. Applicants must apply in AmpliFund (<https://www.gotomygrants.com/Public/Opportunities/Details/6d8cb031-c79d-4da6-87aa-cf34cb880ce9>).

## Project Information Page

### Application Name:

Also referred to as the project title. Concisely describe the project in 15 words or less. This is not the name of the applying organization.

### Award Requested:

The total amount of Pet Lover's funds requested for the project should be entered into the "Award Requested" box on the Project Information page. This number must match the amount listed under the Grant Funding Subtotal on the Budget page. Funds requested must range from \$25,000 to \$50,000; requests outside of this range may result in disqualification.

## CDFA Application Intake Form

(located on the Application Forms page)

### Applicant Organization:

Legal name of the organization that will serve as lead for the project and will receive and oversee the use of grant funds.

### Organization Type:

Using the drop-down menu, select the organization type that best describes the applicant. If the Nonprofit 501(c)3 is selected, enter the California Secretary of State Entity Number and the date of the most recent Statement of Information filing in the following fields.

### California Senate and Assembly Districts:

Using the drop-down menus, select the districts where the applicant and project are located. If the project covers more than one district, select "Statewide."

### Taxpayer Identification Number:

Enter the applicants 9-digit taxpayer identification number in the format 12-1234567.

### Licensing Information:

Enter the veterinary medical board license number, the licensed veterinarian name, and the licensed veterinarian license number in the applicable fields.

### Authorized Representative and Secondary Contact:

Please enter contact information for the individual who is authorized to execute a funding agreement and receive grant funds, as well as a backup if that individual should be unreachable.

### Submitting Organization:

Legal name of the organization submitting the proposal on behalf of the applicant, if other than the applicant.

### Prior Year Pet Lover's License Plate Program Projects:

Please indicate if this project builds upon a prior-year project. If "No," please indicate "No." If "Yes," all of the following must be addressed within the text boxes provided:

- Provide the CDFA grant agreement number(s) (e.g., 19-1234-000-SO).
- Describe how the project differs from and builds upon the previous work.

### Other Support from Federal or State Grant Programs:

Please indicate if this project has been or will be submitted to or funded by another federal or state grant program. If the proposal has not been submitted for other funding, please indicate "No." If "Yes," all of the following must be addressed within the text boxes provided:

- Identify the Federal or State grant program and the agency administering the program.
- List the amount of grant funds requested or awarded by the program.
- Describe how this proposed project supplements rather than duplicates efforts funded by the other Federal or State grant program.

## Grant Proposal Application Form

(located on the Application Forms page)

### Funding Category (not a scored question):

Using the checkboxes, select the most appropriate funding category. You may select all that apply.

### Project Description (not a scored question):

Summarize the need for the project, describe the goals and outcomes, and present a plan for evaluating and measuring the success of the project.

### Project Purpose (10 points):

Identify the specific issue, problem, or need that the project will address, and explain why the project is important.

*Scoring Criteria: Scoring will be based on how well the grant proposal addresses the specific issue, problem, or need, as well as the importance it has to the community.*

### Project Awareness (10 points):

Describe what efforts will be made to promote the project and raise awareness for spay/neuter service in the community and to promote awareness of the Pet Lover's License Plate Program and the purchase and renewal of the Pet Lover's specialized license plate.

*Scoring Criteria: Scoring will be based on the reasonableness and likelihood of success of the project awareness plan as described.*

### Work Plan (10 points):

Fill out the provided timeline to describe the activities necessary to accomplish project objectives. Include the name and/or title of the person(s) responsible for performing the activity as well as beginning and end dates (mm/yy) for accomplishing each activity.

*Scoring Criteria: Scoring will be based on the clarity of the work plan and relevance of the specific project activities to the project purpose.*

### Evaluation and Performance Monitoring Plan (10 points):

Describe what the project is expected to accomplish and how it will be evaluated while in progress and upon conclusion.

*Scoring Criteria: Scoring will be based on the reasonableness and likely effectiveness of the proposed project accomplishments and plan to evaluate success.*

### Project Oversight (not a scored question):

Describe the oversight practices that provide sufficient knowledge of all program activities to ensure proper and efficient administration of the project.

### Community Information (not a scored question):

Complete the Human Population Information and Animal Population Information using population data available via [www.census.gov](http://www.census.gov).

### Statistical Overview (not a scored question):

Provide statistical information for 2022 and 2023, including the number of animals entering the facility, number of adopted/transferred/returned to owner, number of animals euthanized, your live release rate, and if applicable, number of publicly owned animals spayed or neutered.



## Budget Template

### Budget (10 points):

All budget items should be associated with expenses that will be covered by Pet Lover's grant funds and correlate to the goal(s) of the project.

To add a budget line item, select the plus sign located next to each budget category.

- For Item Type, select either Personnel or Non-personnel. Personnel should be selected for costs associated with Salary and Wages and Fringe Benefits. All other costs not related to salary and wages and/or fringe benefits should be categorized as Non-personnel.
- For name, insert the name or basic description of the cost(s).
- In Direct Cost, input the estimated cost/price of the item(s) requested.
- In Narrative, provide a brief description of costs or activities associated with the line item.
  - The description should be 1-5 sentences in length and describe the costs, the items involved, and their use in the project.

*Scoring Criteria: Scoring will be based on the reasonableness of the budget, relevance to the project activities and goals and proportional to the applicant's capacity as described in the project oversight section.*

**Total number of points achievable in the grant proposal: 50 Points**

# Grant Proposal Budget

For each budget category listed below, enter the amount of Pet Lover's funds requested (rounded to the nearest whole dollar) and a brief description of the costs or activities covered. A description is required for each budget category in which funds are requested.

## Personnel

Estimate the total cost of salary and wages for the time spent on the project by individuals employed by the applicant organization. In the description column, list the title of each employee, the approximate time spent on the project (number of hours or percent full-time equivalent), and the individual's activities in support of project goals.

## Fringe Benefits

Estimate the total cost of fringe benefits for time spent on the project by individuals employed by the applicant organization in accordance with the applicant organization's established fringe benefits policy. In the description column, list the approximate fringe benefit rate and types of benefits included in the applicant organization's established fringe benefits policy.

## Travel

Estimate the total cost of project-related travel for all individuals except contractual personnel. In the description column, describe how the travel will be necessary to accomplish the goals and objectives of the project.

## Supplies

Estimate the total cost to purchase supplies necessary to achieve project objectives. Supplies are items with an acquisition cost less than \$5,000 per unit that are used exclusively for the objectives of the project. In the description column, list the types of supplies to be purchased.

## Consultants/Contracts

Estimate the total cost of work on the project that will be performed by individuals/organizations other than the applicant (e.g., consultants, contractors, partner organizations, etc.). This amount should include all associated salary and wages, fringe benefits, travel, supplies, and other costs. In the description column, list the services to be provided and the contractors that will work on the project and be paid with grant funds.

## Other

Estimate the total cost of all other project-related expenses. Expenses in this section may include, but are not limited to, costs associated with vouchers, communications,

advertisements, publication costs, and data collection. In the description column, list the specific types of expenses necessary to accomplish the goals and objectives of the project.

## **Total Expense Budget Cost**

Total Pet Lover's funds requested will automatically be calculated using the amounts requested for the above listed categories. This total cannot be less than \$25,000 or greater than \$50,000. Please ensure that the total matches the award requested amount listed in the Project Information section.

# Allowable and Unallowable Costs

## Allowable Costs

### Costs for Spay and Neuter Services:

Costs that are necessary to conduct spay and neuter services are allowable. Such costs may include, but are not limited to:

- Costs for personnel, supplies and other costs for the applicant to directly provide spay and neuter services.
- Costs to contract with a third party to conduct spay and neuter services.
- Costs to operate a mobile clinic for spay and neuter services.

### Other Costs to Support Spay and Neuter Services:

Costs that are necessary to support spay and neuter services are allowable. Such costs may include, but are not limited to:

- Costs for vouchers to facilitate spay and neuter services, including costs for printing vouchers.
- Costs to raise public awareness of spay and neuter events.

## Unallowable Costs

### Administrative Costs

Pet Lover's License Plate program funds will not be approved to support administrative costs of a project including, but not limited to administrative staff salaries, information technology services, rent, utilities, internet and telephone service, general use office supplies, insurance, and maintenance.

### Other Animal Services Costs

Pet Lover's License Plate program funds cannot be used to pay for other pet services such as wellness exams, vaccinations, flea treatment, microchipping, ear tipping, tattooing, etc.

### Incentives

Raffles, incentives, gifts, and donations.

### Hospitality

Hospitality suites, alcoholic beverages, costs of entertainment (including amusement, diversion and social activities and any costs directly associated with such costs such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities).

### Fundraising

Costs for organized fundraising including financial campaigns and solicitation of gifts.

## Equipment and Capital Expenditures

General-purpose equipment, and capital improvements/expenditures.

## Scholarships

Pet Lover's License Plate program funds cannot be used to support, augment, or create scholarship programs.

***Unallowable costs will not be reimbursed.***

# Review and Notification

## Review Criteria

CDFA's intent is to fund projects that can produce the highest degree of measurable benefits in relation to each dollar spent. Grant proposals will be evaluated on the criteria set forth in the [Grant Proposal Questions and Scoring section on pages 4-7](#).

### Additional Considerations:

In selecting proposals for funding, CDFA may prioritize proposals from:

- Eligible veterinary facilities located in or serving underserved communities or those that can demonstrate financial need; or
- Eligible veterinary facilities that have previously provided or currently provide low-cost or no-cost animal sterilization services.
- Eligible veterinary facilities that use high-volume spay and neuter clinics.

## Review Process

CDFA will conduct two levels of review. The first level is an administrative review to verify the applicant's eligibility, determine whether grant proposal requirements are met and, if applicable, assess an applicant's past CDFA grant performance.

The second level is a technical review conducted by reviewers selected by CDFA to evaluate the merits of the grant proposal. The technical reviewers will submit recommendations to CDFA for final determination of awards.

## Notification and Feedback

Grant proposals that are disqualified during the administrative review will be notified by email within three weeks of the grant proposal due date. All other applicants will be notified by email regarding the status of their grant proposals in Spring 2024. Feedback will be provided to applicants, upon request, within 60 days of award announcement.

To ensure all communications are received, points of contact listed in the application should add [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) to their email safe senders list, address book, or contact list.

## Disqualifications

The following will result in the disqualification of a grant proposal:

- Proposals from ineligible institutions.
- Incomplete grant proposals, including grant proposals with one or more unanswered questions.
- Proposals that include activities outside the grant duration.
- Proposals for less than the minimum award amount or more than the maximum award amount.

- Proposals with unallowable costs or activities necessary to complete the project.
- Proposals submitted outside of the AmpliFund system.

APPEAL RIGHTS: Any disqualification taken by the CDFA Office of Grants Administration (OGA) may be appealed to CDFA's Office of Hearings and Appeals within ten (10) calendar days of receiving a notice of disqualification from CDFA. Email notification shall serve as the date of service. The appeal must be in writing and signed by the responsible party name on the grant application or their authorized agent. It must state the grounds for the appeal and include any supporting documents and a copy of the OGA decision being challenged. The submission must be sent to the California Department of Food and Agriculture, Office of Hearings and Appeals, 1220 N Street, Sacramento, CA 95814 or emailed to [CDFA.LegalOffice@cdfa.ca.gov](mailto:CDFA.LegalOffice@cdfa.ca.gov). If submissions are not received within the time frame provided above, the appeal will be disqualified from consideration.

# Grant Terms and Conditions

If awarded a grant from CDFA, the grant recipient will be expected to sign an agreement abiding by certain terms and conditions, including but not limited to:

- Submission of a Final Performance Report. *Information outlining the reporting process will be supplied once selected to receive grant funding.*
- The grant recipient will agree that all vouchers and receipts will clearly state that the sterilization was funded by the Pet Lover's License Plate.
- CDFA encourages the grant recipient to raise public awareness of the Pet Lover's License Plate, using the CDFA approved Pet Lover's flier in their facility, newsletter/local announcements, and/or social media.
- The grant recipient understands that CDFA may conduct site visits at any time during the grant period.
- Grant agreements will be one year in length. The grant recipient will agree to use the funds solely for the purpose described in the grant agreement.
- Grant funds cannot be used to cover provider overhead costs.
- Any unused funds must be returned at the end of the grant agreement.

## Reporting Requirements

Recipients must submit one Final Performance Report that identifies the number of animals spayed or neutered, goals and objectives achieved, including quantifiable results, successes, project delays or lessons learned, and any other pertinent information.

## Payment Process

If awarded, recipients will be subject to all applicable State regulations. Recipients are required to submit invoices at least quarterly, but no more frequently than monthly for reimbursement of actual expenses incurred to support approved project activities. Invoices must include documentation to support reimbursement requested. Non-profit (501(c)3) organizations may be eligible to receive an advance of up to 25 percent of the grant award amount. Advances must be deposited into a federally insured interest-bearing account. Ten percent of the total amount of the award will be withheld until receipt, review, and approval of the Final Performance Report.