

FY2025 ASPCA Subaru Grant

Organization Name: Collin County Animal Services Division (CCASD)

Website: <https://www.collincountytx.gov>

[https://www.collincountytx.gov/animal\\_services](https://www.collincountytx.gov/animal_services)

Street Address: 4750 Community Ave.

City: McKinney

State: Texas

Primary Contact Name: Janna Benson-Caponera

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Alternate Contact Email: [pskipper@co.collin.tx.us](mailto:pskipper@co.collin.tx.us)

Alternate Contact Phone: 972-548-4796

Is your organization a nonprofit, governmental entity or other: Government Entity?

Government Entity

What type of event are you planning in collaboration with your Subaru retailer partner in October?

Adoption event/VET and vaccination and microchip events.

Collaboration Event Name:

CCAS Adopt-a-Thon

Collaboration Event Start Date: October 1, 2024

Collaboration Event End Date: October 31, 2024

Grant Funding Request Amount: \$5,954.50

1. Please describe, in detail, the adoption, spay/neuter, microchipping or vaccination event you have planned in partnership with a local Subaru retailer:

(As permitted by federal, state, and local governing authorities and so long as applicable safety procedures and protocols align with guidance set forth by the Centers for Disease Control (CDC), as well as other federal, state and local governing authorities)

Collin County Animal Services Division (CCASD) will host both events at the Brandon Tomes Subaru in McKinney. CCASD will advertise the event on social media as well as have fliers sent out (with ASPCA approval). We will have a table and space for Brandon Tomes staff to be there and speak to the community/public coming in. There will be two lines on the side of the building for the vaccination clinic

and another line at the front of the building for adoptions. CCASD Veterinarian will check each pet before shots and microchips are given and procedure is completed. There will be a team of volunteers in the building to work with adopters (due to paperwork that will need to be completed) to match families with the perfect animal for them. The Veterinarian will be on site to answer questions and/or concerns related to vaccines and adoptions.

CCAS will offer (to the first 100 community animals at each event) dog/cat-specific, core vaccines for \$15 per pet and we will offer a free microchip implantation for each of the 100 vaccinated animals. We will also offer ½ price animal adoptions for all animals adopted during the course of each event.

There will also be local businesses out to hand out treats and 'swag' to the community/public coming in.

2. How will you and your Subaru retailer partner market the collaboration event and involve the media in the event?

CCASD will post the event on all of our social media pages (with ASPCA prior approval) which have over 79,500 following. CCASD will also advertise with local businesses that we partner with to promote to their customers. Brandon Tomes Subaru will also assist with the advertisement.

3. Describe other elements of the collaboration event, if applicable:

There will also be family photos out front with a photographer.

4. Estimated number of cats to be impacted by the requested grant funds:

An estimated 60 cats will be impacted.

5. Estimated number of dogs to be impacted by the requested grant funds:

An estimated 140 dogs will be impacted.

6. Estimated total number of animals to be impacted by the requested grant funds:

An estimated 200 animals will be impacted.

7. Please explain how you calculated/estimated the impact numbers you provided above:

We based it on the average number of animals that we have adopted on normal weekends and similar adoption events.

8. Name of Subaru retailer partner:

Brandon Tomes Subaru

9. Subaru Retailer City:

McKinney

10. Subaru Retailer State:

Texas

11. Name of Subaru retailer contact person:

W.E. Fowler

12. Title of Subaru retailer contact person:

General Manager

13. Email address of Subaru retailer contact person:

wfowler@brandontomessubaru.com