

Appendix V

Sample Materials for Our Animal Family and Key Lime Kitties Initiatives



ONE ANIMAL FAMILY

A Partnership for the Betterment of all
our Animals – Domestic and Wild.



[About Us](#) [Partners](#) [Fundraising](#) [Keep Wildlife Wild](#) [Protect Your Pets](#)

All animals have the right to a safe and healthy life:
Domestic pets need to be well cared for and healthy.
Wild creatures deserve to live in a safe and natural environment.

[Join us](#) to make our wildlands and neighborhoods a better place for all our animals.



Big Pine
Bark
Park



Your
Logo
Here!



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Who We Are

The One Animal Family partnership and educational effort hinges on the humane treatment of all animals.

It started in the Florida Keys in 2008 as a workshop to decrease predator pressure on the endangered Lower Keys Marsh Rabbit. Because both native raccoons and feral cats were fingered as “problems that needed to be dealt with” early meetings got a little heated as the group worked through a lot of misinformation and mistrust between the “cat people” the “raccoon people” and U.S. Fish & Wildlife Service.

Those that were brave or foolhardy enough to keep listening to each other came to a couple of conclusions. No cat should be dumped in the first place and that backyard practices that encourage raccoon ganging should be avoided.

In other words, we cannot change animal behavior, but we can change our own.

The local effort focuses on two main themes: **Keep Wildlife Wild & Protect Your Pets**. We work together on grant writing and educational campaigns, and have appeared in a documentary by American Bird Conservancy.

The One Animal Family movement has now become a way for all animal organizations to pool their effort, talents and money towards the big picture. We invite any organization, agency or individual that is committed to our themes and actions to get involved where they live.

Help Protect Your Environment!



Keep Wildlife Wild

- Drive Carefully
- Secure Trash
- Maintain Distance
- Don't Feed
- Plant Natives

OurAnimalFamily.org



Protect Your Pets

- Spay & Neuter
- Keep Dogs Leashed
- Keep Cats Indoors
- License & Microchip
- Never Abandon

OurAnimalFamily.org

**For More Information, Please Call The
National Key Deer Refuge At (305) 872-2239**



Fundraising Opportunities!



These 18-ounce travel mugs are the first product of the One Animal Family collaboration. They are recyclable, BPA-free, made in the U.S.A. and fits most car cup holders. They are available in red, blue, purple, smoke and green

We specifically put no logos on our products in order to help all organizations spread the word without having to print their own products. By simply agreeing to the 10 actions of the One Animal Family partnership, we will put your logo on this website!

Both retail and giveaway prices include your logo on the brochure insert and the website. We will send you the latest version to print and stuff into the mugs. Please feel free to add your own materials too!

Order as many as you like, we'll make more!

What you can do with this mug

Sell It!

If you plan to sell this mug as a fundraiser, the suggested retail price is \$5.

You can buy them wholesale from us at the following ranges:

1-24 mugs: \$2.50 each

25-100 mugs \$2.25 each

101+ mugs: \$2.00 each

Or Give Them Away!

These make great gifts for volunteers or dignitaries. Or maybe you just want to promote the cause!





Mission: Establish and maintain a network to foster and provide forever homes for feral cats removed from the National Key Deer Refuge.

Step 1.
Animals collected on the refuge will be transported to the appropriate animal shelter (currently SHARK) for the following procedures:
A) Photographs for public notification
B) Health assessment
C) Spay/Neuter
D) Microchip?



Step 2.
Locate foster home if the cat is deemed healthy enough for adoption.
This should be a one or two cat household to give the cat the best chance for acclimation. The costs and labor of this would need to be covered by cat rescue groups, animal welfare groups, grants, and shared match from Our Animal Family/FAVOR from donations or sales.

Step 3a: Adoptable to General Public
Use website like *Petfinder* or *Petango* to advertise info and criteria for the cat adoption.
Use FAVOR funds with matching other funds and/or volunteers to transport cat to "forever home".

Step 3b: Deemed Not Adoptable to General Public

Step 3c: Not adopted within a prescribed time frame.

Adoption Success Stories-
Highlight adopted cat success stories on "Our Animal Family" website



Step 4:
Transport to humane cat shelter/ "forever shelter"
Ex- Best Friends (UT), Oak Grove Sanctuary (NC), <http://feralcatsanctuary.org/index.html>
Noah's Ark Rescue, The Cat Depot (Sarasota), etc.
Provide funding for transportation and support

\$\$ Potential Funding Sources \$\$:

- ⇒ Direct donations to Our Animal Family/FAVOR
- ⇒ FAVOR bookstore sales:
 - Adopt a Key Lime Cat (Like *Adopt a Manatee*)
 - Sell "Key Lime Cat" collars, t-shirts, mugs
- ⇒ Grants
- ⇒ Donations from business, community, general public
- ⇒ Donations from Cat/Animal Rescue organizations

Needs:

- ⇒ Research existing rescue organizations
- ⇒ Research successful protocols
- ⇒ Volunteers to foster cats
- ⇒ Identify and train partners
- ⇒ Volunteers to help transport cats
- ⇒ Volunteers to maintain cat adoption info on *Petfinder* or similar website.
- ⇒ Volunteers to maintain list of 'success stories' on Our Animal Family website.
- ⇒ Identify local, regional and national cat/animal rescue organizations willing to partner with Key Lime Cats and provide financial and logistical support.

Ex- Forgotten Felines, Arkangels, Alley Cat Rescue, Casting for Cats, ... any and all cat/ animal rescue organizations.

