

Media Kit: Be The Solution, Inc.



Be The Solution Awareness Campaign

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STRATEGY BRIEF



Op-Ed: "Fixing the Problem: Spay and Neuter Is the Only Lasting Solution to Pet Overpopulation"

Client Be The Solution, Inc. (BTS) is a Tallahassee-based **501(c)(3)** nonprofit dedicated to ending pet overpopulation and euthanasia through affordable sterilization surgeries. Since its founding in **2007**, BTS has financed more than **70,000** surgeries and operates **The Fix Thrift Shop** to sustain its voucher program.

Situation Analysis Despite dramatic progress, pet overpopulation persists in Tallahassee. Since **2009**, shelter intakes have declined by **55%** and euthanasia has dropped by **84%**, yet many owners remain unaware of affordable options. A significant gap exists between public awareness of the stray animal problem and the understanding that a proven, proactive solution is readily available.

Opportunity / Issue Addressed This Op-Ed positions BTS as the region's definitive thought leader on prevention-first strategies. By leveraging 17 years of measurable data—specifically the **\$7.1 million in taxpayer savings**—the piece makes a compelling case that spay and neuter is the most fiscally responsible and humane approach to animal welfare, outperforming reactive sheltering or enforcement-based strategies alone.

Goal Establish BTS as the leading authority on pet overpopulation prevention in the Big Bend region and increase community utilization of the affordable voucher program.

Target Publics

- **Primary:** Tallahassee-area pet owners, specifically low-to-moderate income households and student pet owners.
- **Secondary:** Local policymakers, city and county officials, and community donors who influence fiscal policy and animal welfare funding.
- **Tertiary:** Veterinarians and animal welfare professionals across North Florida.

Key Messages

1. **Root-Cause Fix:** Spay and neuter is the only proven, long-term solution to overpopulation, not a mere supplement to sheltering.

2. **Measurable Impact:** BTS has facilitated **70,000** surgeries, leading to a **55%** drop in intakes and **\$7.1 million** in taxpayer savings.
3. **Affordable Access:** BTS vouchers remove the financial barrier to responsible ownership, with costs as low as \$5 for eligible residents.
4. **Fiscal Responsibility:** Prevention is more cost-effective than reactive shelter care, which costs taxpayers an average of **\$100** per animal.

Strategy Execute a multi-channel media blitz by placing the Op-Ed in high-visibility outlets like the *Tallahassee Democrat* and *Florida Politics*. Simultaneously leverage internal channels—the BTS website, email newsletter, and social media—to turn this editorial into a long-term credibility asset for grant applications and donor outreach.

Tactics

1. **Strategic Pitching:** Direct the Op-Ed to the *Tallahassee Democrat* opinion editor with a cover note emphasizing the **2024 ROI data**.
2. **Digital Integration:** Feature the Op-Ed on **bethesolution.us** with a direct call-to-action (CTA) button for voucher applications.
3. **Timed Social Release:** Share excerpts on Facebook and Instagram during **National Spay/Neuter Awareness Month** in February to maximize relevance.
4. **Credibility Asset:** Include the Op-Ed as a PDF in the BTS media kit for potential sponsors and grant reviewers.
5. **Coalition Sharing:** Distribute the link to partners like the **Leon County Humane Society** and **Animal Shelter Foundation** for cross-platform amplification.

Evaluation

- **Reach:** Monitor publication pickups and track unique website visitors to the Op-Ed landing page.
- **Engagement:** Track social media shares, comments, and CTR (click-through rates) on CTA buttons.
- **Direct Action:** Measure the percentage increase in voucher inquiries or applications in the **30 days** following publication.
- **Advocacy:** Assess whether the piece prompted new inquiries from local policymakers or partner organizations.

Client Summary Sheet



Client Name: Be the Solution

Date of Interview: 02-07-2026

Contact Person/Title:

Phone/Type: 850-545-2043

Email: bethesolution.inc@gmail.com

Type of Organization [Non-Profit, Not-for-Profit, or Private and purpose: Non-Profit

Major Public Relations Goal: To increase engagement across all platforms and in-person to bring more awareness and promotion to the organization.

List Important Publics: Pet owners, other thrift stores, resellers, animal hospitals

Describe Current Media Use: Website, Facebook page. Instagram

Describe any problem areas that need professional public relations attention:

- Lack of engaging content to represent the company values and mission
- Accessibility of results needs to be easier for curious donors and customers to obtain
- Media coverage needs to be a focal point

Short-term Public Relations Objectives:

- Increase local awareness, make sure Tallahassee residents know what the organization does, especially the spray/neuter voucher program
- Boost media presence in Local Outlets, get stories into Tallahassee's newspapers, radio, TV, and online community calendars
- Amplify community education, promote educational programs about pet overpopulation and spray/neuter benefits to local schools, student groups, and animal clubs

Long-Term Public Relations Objectives:

- Position Be the Solution as the go-to animal welfare resource in the region
- Elevate donor trust and long-term giving through transparent impact reporting and testimonials showing lowered shelter intakes.
- Expand media coverage beyond Tallahassee, aim for coverage in regional/statewide outlets about the pet overpopulation issue

Be The Solution, Inc. Fact Sheet (FAQ)



Organization: Be The Solution, Inc.

Address: 1400 Village Square Blvd., Box 3-306, Tallahassee, FL 32312

Phone: 850-545-2043

Website: <https://bethesolution.us>

Contact: Jorde Jones, Public Affairs Office

Frequently Asked Questions

What is Be The Solution? Be The Solution, Inc. is a Tallahassee nonprofit organization that works to reduce pet overpopulation through affordable spay and neuter programs and public education. The organization helps pet owners access low-cost sterilization services so fewer animals end up abandoned, living as strays or entering shelters.

When was the organization founded? Gerry and Tim Phipps, both Tallahassee residents, founded the organization in 2007. They created it after recognizing how many animals were entering shelters each year due to unplanned litters.

What is the mission of Be The Solution? The mission is to reduce pet overpopulation and prevent unnecessary euthanasia in local shelters by promoting and supporting affordable spay and neuter services. The organization believes prevention is the most effective way to address the problem of stray and unwanted animals.

How does the voucher program work? The organization offers vouchers to help cover the cost of surgeries at participating veterinary clinics. Pet owners pay a small copay, and the remaining cost is subsidized through donations and partnerships.

- \$5 for individuals receiving public assistance.
- About **\$30** for cats and **\$40** for dogs for other residents.

Who can use the program? The voucher program is available to residents in several North Florida communities, including Tallahassee, Crawfordville, Havana, Quincy and Monticello.

What impact has the organization had?

- Since 2007, the organization has helped finance over 80,000 surgeries.
- Animal shelter intakes have dropped by 50%.
- The work has prevented thousands of unwanted litters and reduced the number of stray animals in the community.

How is Be The Solution funded? As a 501(c)(3) nonprofit, it relies on community support, including:

- Individual donations and grants.
- Fundraising events and community partnerships.
- Proceeds from its thrift store, **The Fix**.

What is The Fix Thrift Shop? The Fix is a community thrift store that sells donated clothing, furniture and household items. All proceeds support the organizations spay and neuter programs.

Where can people learn more? More information is available at **bethesolution.us** or by calling **850-545-2043**.

Be The Solution, Inc. Backgrounder



Be The Solution, Inc.

1400 Village Square Blvd., Suite 3-306, Tallahassee, FL 32312

850-545-2043

<http://bethesolution.us>

Jorde Jones, Public Affairs Office.

About Be The Solution

Be The Solution, Inc is a Tallahassee-based nonprofit organization dedicated to reducing pet overpopulation through affordable spray and neuter services, public education and community partnerships. Founded in 2007, the organization works to prevent the large number of dogs and cats entering shelters and facing euthanasia due to uncontrolled breeding.

Operating as a 501(c)(3) nonprofit organization, Be The Solution focuses on proactive solutions that address the root cause of animal overpopulation. Through financial assistance, community outreach and partnerships with local veterinarians, the organization makes spay and neuter surgeries accessible to residents who may not otherwise be able to afford them. By reducing unplanned litters, the nonprofit aims to improve the well-being of the animals and decrease the burden placed on shelters.

Organizational Mission

The mission of Be The Solution is to educate the public about the importance of spaying and neutering pets while providing financial assistance for these procedures to individuals who don't have the funds to afford them. The organization believes that preventing unwanted litters is the most effective way to address pet overpopulation and improve animal welfare in the community

Pet overpopulation is a growing issue in Tallahassee and in multiple communities across the United States. When unattended to, uncontrolled breeding can lead to overcrowded shelters and a vast number of stray cats and dogs. Be The Solution works to handle this issue by offering accessible programs that help pet owner take responsible action.

Programs and Services

One of the primary services provided by Be The Solution is the spay and neuter voucher program. Through this program, pet owners can obtain vouchers that lighten the cost of sterilization procedures for their pets. The organization partners with local animal clinics that agree to perform these surgeries at a significantly lower cost. This makes the program affordable for all parties involved.

The voucher program operates as a cost-sharing structure. Residents contribute a small copay for the surgery, while the remaining cost is covered through donations, grants, and fundraising efforts. This is made possible with the use of their The Fix Thrift shop, which donates 100 percent of the profits toward ending pet overpopulation in the Tallahassee community. In some cases, individuals receiving public assistance may pay a reduced fee, to better ensure that financial hardship does not cause a lack of responsibility for the pet.

In addition to financial assistance, Be The Solution makes it a priority to educate the public. The organization offers an education program that is used to educate citizens on the importance of spay and neuter surgeries and the overpopulation problem in the Tallahassee area. This program is kid-friendly and the content can be adjusted to suit all ages with topics ranging from the pet overpopulation problem, where unwanted pets go, hands-on activities that vividly demonstrate how quickly dogs and cats can multiply and how Be The Solution is moving the needle to end the cycle of unwanted pets in the Big Bend.

Community Impact and Partnerships

Since its founding in 2007, Be The Solution has had measurable success on animal welfare in the Tallahassee and Leon County area. The organization has helped facilitate more than 33,000 spay and neuter surgeries. These procedures have played a pivotal role in reducing the number of stray animals and lowering shelter intake rates by 50 percent within the community.

According to organizational reports the initiative has prevented tens of thousands of unwanted animals from entering local shelters. The decrease in shelter intake has also contributed to lower euthanasia rates thus improving the outcome for animals that do enter the shelter system.

The financial impact of these efforts extends beyond animal welfare. On average, it costs U.S. taxpayers approximately \$100 to capture, house, feed and eventually euthanize every homeless animal, Be The Solution, with the help of local veterinarians have managed to reduce this number. The organization also operates fundraising efforts such as thrift shops and community campaigns to generate funding for its services. These programs help manage and sustain the voucher system and support continued outreach efforts.

Looking Towards the Solution.

Be The Solution continues to focus on long-term solutions that address the root causes of animal overpopulation. By expanding access to affordable spay and neuter procedures and increasing public awareness, the organization aims to create lasting change within the community.

Future goals include expanding outreach programs, strengthening partnerships with veterinary clinics and increasing funding for the voucher program so that more families can access affordable pet care, through continued community involvement Be The Solution hopes to further reduce shelter intake numbers and improve the quality of life for pets in the region.

For more than a decade, Be The Solution has worked to show that preventing pet overpopulation is both achievable and beneficial for the entire community. Through education, financial assistance and collaboration, the organization continues to promote responsible pet ownership and promote favorable outcomes for animals throughout Tallahassee and surrounding areas.

Biographical Sketch:

TALLAHASSEE, Fla. — Navaeh Jackson is a dynamic public relations practitioner with a strong background in all aspects of journalism. From event coordination to storytelling and media communication, she has made it a priority to have an impact on her career field.

Jackson completed her Bachelor of Science in public relations at Florida A&M University and now holds a master's degree in organizational management.

In her most recent role as a marketing coordinator at the National Alumni Association's FAMU Chapter in Washington, D.C., she flourished while managing member outreach and distributing newsletters. This role highlighted her skills as an excellent communicator and community organizer. While serving as a marketing communicator, she also acted as a PR coordinator and outreach specialist at Florida A&M, where she interviewed and told the stories of students and faculty alike.

Jackson previously interned as a human resource and operations specialist. During this time, she served as a PR specialist overseeing a **\$1.2 million** annual labor budget while partnering with property management to resolve maintenance issues.

Jackson is now a public relations specialist at the Friends of Museums and Natural History, where she serves as the head of the public and government affairs department.

Fixing the Problem: Spay and Neuter Is the Only Lasting Solution to Pet Overpopulation



By Jorde Jones, Public Affairs Officer, Be The Solution

Every year, thousands of dogs and cats enter shelters across the country with no place to go and, too often, no way out. In Tallahassee alone, nearly 10,200 animals entered the Leon County shelter in 2009, and more than half were euthanized. These are more than just statistics; they are lives cut short because of a problem that is entirely preventable.

The solution is not complicated. It doesn't require building more shelters or hiring more animal control officers. The answer is to spay and neuter, and the data proves it works.

Since **Be The Solution** launched its voucher program in 2007, more than 70,000 animals in the Tallahassee area have been sterilized. As a result, shelter intakes have dropped by **55%**. Even more remarkably, euthanasia rates have plummeted from nearly 59% of all intakes to just **21%**. These numbers represent real progress, and they did not happen by accident.

While some argue that the focus should be on adoption drives or stricter enforcement, those efforts only treat the symptoms, not the cause. As long as animals reproduce unchecked—knowing a single female cat and her offspring can theoretically produce **420,000 cats** in seven years—no rescue group can keep pace with the tide.

The financial argument is equally compelling. Taxpayers spend an average of **\$100** per animal on basic shelter care, housing and, eventually, euthanasia. Be The Solution's work has saved Leon County taxpayers an estimated **\$7.1 million** since 2007. That money was never spent because more than 39,000 animals never needed to enter the shelter system in the first place.

Access remains the most significant barrier. For low-income pet owners, the cost of surgery can exceed the expense of raising an entire litter. By bringing the cost down to as little as **\$5** for those on public assistance, Be The Solution ensures that economic hardship is not a barrier to responsible pet ownership.

Our community has demonstrated that a pound of prevention is worth more than an ounce of reaction. Euthanasia is not an animal control strategy; it is a failure of one. Communities that rely primarily on sheltering and euthanasia are caught in a revolving door that will never stop spinning until the root cause is addressed.

The success seen in Tallahassee offers a model for others. When local governments, nonprofits, veterinarians, and residents work together, meaningful change becomes possible. Ultimately, preventing pet overpopulation is about building a more humane community—one that prioritizes compassion, responsibility, and long-term solutions.

Tallahassee made that choice. The results speak for themselves.

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Jorde Jones is the public affairs officer for Be The Solution, a Tallahassee-based nonprofit. Since 2007, the organization has facilitated more than 70,000 surgeries and helped reduce shelter euthanasia in Leon County by 84%.

Be The Solution Weighs in on the importance of community



By Jorde Jones

Tallahassee's roads serve as a stage for many local businesses, but if you drive too fast, you might miss a small building with an outsized influence on the entire Big Bend region.

Gerry Phipps and her husband, **Tim**, established **Be The Solution, Inc.** in 2007 out of a growing concern for the city's stray animal population. Their goal was simple but powerful: make spay and neuter surgeries affordable to effectively reduce the number of homeless pets.

"If more people would get their pets fixed, we realized this could reduce the number of strays in our community," said Gerry Phipps, president of Be The Solution.

A United Front

What began as a simple idea has grown into a massive community effort. The organization now bridges the gap between animal services in Leon, Gadsden, Jefferson, and Wakulla counties.

"Community is so important," Phipps said. "We have volunteers who routinely gather strays for us to get them spayed and neutered. This has helped us tremendously in preventing the euthanization of stray pets".

Removing the Financial Barrier

While the benefits of sterilization are clear, the high cost often holds pet owners back. In some cases, prices have skyrocketed to more than \$500. To lift this financial burden, Be The Solution utilizes a voucher program fueled by donations, participating veterinarians, and its own thrift shop.

The Fix Thrift Shop opened in 2011 to help mitigate these costs. Filled with donated clothing, books, and home decor, every purchase at the shop goes toward affordable vouchers.

The program relies on a unique three-way partnership:

- **Local Veterinarians:** Participating vets donate the bulk of the surgery's cost, providing services at a fraction of their normal rate.
- **The Organization:** Funds from The Fix and donations cover the next largest portion.
- **The Clients:** Pet owners receiving public assistance pay only a **\$5 copay**. Other residents pay **\$30** per cat or **\$40** per dog.

Measuring Success

The impact of this collaboration is visible in the data. Since 2007, Be The Solution has helped finance more than **80,000 surgeries**, contributing to a **50% drop** in animal shelter intake rates.

For Gerry and Tim Phipps, the mission was never about building an empire. It was about looking at a stray animal and asking one honest question: What if we stopped this before it started?

AWARENESS SPEECH: BE THE SOLUTION, INC.

Presenter: Jorde Jones, Public Relations Student

Client: Be The Solution, Inc. — bethesolution.us

Goal: Raise awareness of pet overpopulation and Be The Solution's mission



I. INTRODUCTION (45 Seconds)

For my public relations client, I chose a local nonprofit fighting a crisis most of us never think twice about. **Be The Solution** has a simple mission: end the cycle of suffering for unwanted pets in Tallahassee.

Before I go further, I want you to picture one cat. Just one. In seven years, that single cat and her offspring can theoretically produce **420,000 cats**. That isn't a typo; it's the reason this organization exists. Today, I'll show you why pet overpopulation is a financial drain on our community and how we can fix it.

II. THE COST OF THE CRISIS (45 Seconds)

Pet overpopulation isn't just an animal welfare issue—it's a taxpayer issue.

In the U.S., it costs taxpayers an average of **\$100** to capture, house, and ultimately euthanize a single homeless animal. Multiply that by the thousands of animals entering Leon County shelters annually, and you're looking at a massive drain on public funds.

Prevention is more than just humane; it's economical. One female dog and her offspring can produce **67,000 dogs** in just six years. By making spay and neuter surgeries accessible, we stop the bill before it's ever sent to the taxpayer.

III. THE TALLAHASSEE SOLUTION (60 Seconds)

Founded in 2007, Be The Solution has spent nearly two decades making these surgeries affordable. They remove the primary barrier—cost—through a voucher program for low-income pet owners.

They also fund this mission through **The Fix Thrift Shop** at 1208 Capital Circle SE. Every cent of their profit goes directly to surgeries. You shop, pets get fixed, and the cycle stops.

Their impact is quiet but massive, measured in thousands of surgeries and thousands of animals who never had to enter a cage.

IV. CONCLUSION (30 Seconds)

420,000 cats. 67,000 dogs. \$100 per animal.

These numbers are staggering, but as Be The Solution proves every day, they are preventable. As PR students, we know that good communication can change behavior. By sharing this mission, we aren't just helping animals; we're helping our community's budget and values.

Visit **bethesolution.us** or stop by the thrift shop Tuesday through Saturday. Together, we can all be the solution.

Tallahassee Nonprofit Marks 65,000 Surgeries in Fight Against Pet Overpopulation



By Jorde Jones
Public Relations Representative, Be The Solution, Inc.

TALLAHASSEE, Fla. — When Gerry and Tim Phipps founded Be The Solution, Inc. in 2007, they had one straightforward goal: stop the cycle of pet overpopulation in their community before it started.

Nearly two decades later, the Tallahassee-based nonprofit has quietly hit a milestone that speaks for itself — more than 65,000 spay and neuter surgeries facilitated right here in the Big Bend region. For anyone who loves animals, or simply pays taxes, that number matters more than it might first appear.



Source: Adobe Stock.

Pet overpopulation is one of those problems that tends to stay invisible until it isn't. Stray animals appear in parking lots, in neighborhoods, and behind restaurants. Shelters fill up and euthanasia numbers climb. And the cost, according to national data, averages around \$100 per animal for taxpayers — covering capture, housing, feeding and, ultimately, euthanasia.

Be The Solution's approach attacks the problem at its root. Rather than responding to overpopulation after it happens, the organization works to prevent unwanted litters from occurring in the first place by making spay and neuter surgeries accessible and affordable for income-qualified pet owners in Leon, Wakulla, Gadsden and Jefferson counties.

"If more people would get their pets fixed, we could stop the problem from the start by reducing the number of unwanted litters born in our community," said Gerry Phipps, co-founder and president of Be The Solution.

That founding philosophy has guided the organization through 18 years of growth, from 540 surgeries in its first year to more than 7,300 in 2022 alone. The organization runs a voucher program that allows qualifying pet owners to access surgeries at dramatically reduced rates.

Those who receive public assistance such as food stamps, Medicaid or disability benefits pay a \$5 copay per surgery. Pet owners not receiving public assistance contribute \$30 per cat and \$40 per dog — a fraction of the full cost, made possible through partnerships with participating local veterinarians who donate the bulk of the surgery price.

"Our vet partners are the unsung heroes," Phipps said. "They give their time, their staff and their resources every month because they care about this community. Without them, none of this works".

The financial case for prevention is straightforward. According to SpayUSA.org, the average cost of a spay or neuter surgery is less than the cost of raising a single litter of puppies or kittens. And the health benefits for individual pets are significant — altering a dog can add one to three years to its life, while cats can gain three to five years.

Funding for the voucher program comes from several sources. The organization's signature fundraiser, the Tally Top Pet contest, has been a Tallahassee tradition since 2011. Be The Solution also operates The Fix Thrift Shop, a boutique-style resale shop at 1208 Capital Circle SE, where 100 percent of proceeds fund the spay and neuter program.

Vouchers for spay and neuter surgeries are distributed at The Fix on Tuesdays and Thursdays from 11 a.m. to 1 p.m. and Saturdays from noon to 3 p.m..

"Every surgery we fund is a litter that never happens, an animal that never ends up in the shelter, a family that gets to keep their pet," Phipps said. "That is why we keep going".

