

Grant ID: 1481

**Title of Proposal:** Community Cat Diversion

**Agency Type:** Non-Profit

**Total Funding Requested:** \$25,000.00

**Check Payable To:** Flagler Humane Society

## Application Information

### Demographics

**Name of Applicant Agency:** Flagler Humane Society, Inc.

**Website Address:** www.flaglerhumanesociety.org

**Person Submitting Proposal:** Amy Carotenuto

**Position:** Executive Director

**Agency Head:** Amy Carotenuto

**Agency Head Email:** acarotenuto@flaglerhumanesociety.org

**Organization Business Address:** 1 Shelter Dr.

**City:** Palm Coast

**State:** FL

**Zip:** 32137

**Phone (xxx-xxx-xxxx):** 386-445-1814

**Fax:** 386-445-5843

**Cell:** 386-566-3734

**Email Address:** info@flaglerhumanesociety.org

### Agency Details

**Dates of Last Fiscal Year: Begin:** 10/01/13 **End:** 09/30/14

**Organization Income in Last Fiscal Year:** \$1,040,003.00

**Organization Expenses in Last Fiscal Year:** \$1,040,316.00

**Number of Paid Employees:** Full Time: 16 Part Time: 6

**Number of Active Volunteers:** 164

**Total Volunteer Hours per Week:** 524.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** Have been familiar with Florida Animal Friends for many years. Last year we were awarded a Florida Animal Friend grant.

**Year(s) of previous Florida Animal Friend grants (if applicable):**

**Previous Florida Animal Friend Applications:** Years Funded: 2013-2014 Year(s) denied/incomplete:

**Describe your agency:**

**Services Provided**

- Unlimited Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services

**Organization Structure:**

- City, county, or tribal agency
- Private nonprofit agency
- Other
- TNR Group
- Rescue Group

Other

**List your current board of directors:**

Name	Title	Phone	Occupation	Email
David Zaslavsky	member	386-931-0195	retired businessman	dpzbar@aol.com
Douglas Beaven	Secretary	386-627-3376	Military	dgbeaven@hotmail.com
Dr. Gary Shelton	President	386-329-7024	Veterinarian	shelvet@gmail.com
Maria Lavin-Sanhudo	Vice President	386-569-9041	Bank Vice President	marialavin-sanhudo@amerisbank.com
Timothy Conner	Member	386-445-9322	Attorney	tjconner@cblpa.com
William Smith	Treasurer	386-283-5660	Personal Financial Specialist	bill@wtsmithpfs.com

**Applicant Qualifications**

**For your organization, in the last complete fiscal year:**

**1642 cats and 1230 dogs were admitted.**

**820 cats and 669 dogs were adopted.**

**351 cats and 59 dogs were euthanized.**

**1525 cats and 1121 dogs were sterilized.**

**Briefly describe your animal programs:**

**If your program performs adoptions, are all animals sterilized before adoption?**

No

**If not all, what percentage of animals are not currently sterilized before adoption?**

4%

**If not all, how are animals selected for sterilization before adoption?**

Sterilization is performed before moving to adoption floor. Exceptions are if animals are too young or have medical issues. In those cases, a recovering animal may be adopted to a home where they can continue to get stronger for surgery. Our staff keep contact during recovery, providing medications as needed. Babies may be placed in foster until 8 to 10 weeks of age when they can be sterilized.

**If not all, describe your sterilization policies and procedures for assuring sterilization after adoption:**

On the rare case that an animal does go home prior to sterilization, a positive relationship with the adopter has been established because our screening process becomes a bit more stringent if the animal is leaving unsterilized. An appointment is already scheduled. Customer service staff call to remind regarding appointments. If appointment is not kept, follow up calls are performed again. If no response, an officer visits the home. If transportation is the hurdle to getting the animal in for surgery, we provide transport. We have the backing of our county attorney and our state attorney's office in Flagler County if further action were ever needed.

**Give additional background information on your organization's programs as they relate to this application and the qualifications of the personnel who will be in charge of this program. Show that you have the ability to carry out this program.**

FHS is a full service, open door facility that never turns any animal away. Thanks to aggressive spay/neuter practices our intake numbers have begun to decline. With the animal intake numbers lower we have even been able to help some neighboring, less fortunate shelters by accepting some of their animals that other groups would not take. We are committed to drastically reducing euthanasia and the best way to do that is to sterilize every animal possible. FHS is one of the few non-profit animal shelters that is also contracted to perform animal services (animal control) for the area. This is helpful, as we are able to combine resources. Also, breakdowns in communication don't occur because we are one organization. We prosecute animal cruelty and neglect and enforce local ordinances. We work to strengthen local ordinances. We offer a low cost vaccine and microchip clinic. We provide a pet food bank for those owners who are having temporary financial hardships. We have an ambassador dog program in which dogs visit the sick and elderly. We have a children's reading program in which children read library books to dogs. We have volunteer opportunities for all ages. Many of our wonderful volunteers are disabled people who thrive when surrounded by the animals. Our volunteers are honored each year with presidential pins and for the volunteers with the most hours worked, a signed letter from the President of the United States. We have an intake aversion program at which assistance and services are offered to those considering surrendering their pet. The goal is to keep pets home, if possible. The help may be in the form of free dog training, loaning of a crate, referrals to pet friendly housing, veterinary exams, etc. We have a strong board of directors who believe in being pro-active in the community. Executive Director, Amy Wade-Carotenuto has

been in animal welfare for thirty years with twenty five of those years in a supervisory position. Amy is best known for the Brinkley puppy mill raid where FHS seized nearly 500 dogs. Owners went to jail and almost every single dog was adopted. Under Amy's watch FHS has grown from a young shelter in a tiny old building to a full service organization in a fifteen thousand square foot customized facility with progressive policies and programs. Most importantly FHS has an unbelievable dedicated staff. Operations manager, Melissa Rock oversees the day to day of the shelter, bookkeeping and grant reporting. Katie Share oversees all outreach, assistance to pet owners and the animal control department. Dr. Andrea James who graduated from Ross University in 2013 performs the majority of the surgeries with the help of two experienced veterinary assistants, relief veterinarians and technicians have even been sent over from partner hospitals when there is a need. Our agreement with the University of Florida Shelter Veterinary Department allows us the use of 5 to 7 graduate students with the direct supervision of a U of F doctor one day each month. Our entire staff is committed to making Community Cat Diversion a success.

**If you currently have a program for sterilization of cats and/or dogs, describe your current level of funding and productivity and why additional resources are needed?**

At FHS we have had spay neuter assistance programs since 1992. We offer the surgery as well as low cost vaccines, diagnostics, microchips and other minor procedures. Thanks to grant funding we have even been able to provide free spay/neuter in many cases, particularly for pit bulls (PetsMart Charities) and community cats (Florida Animal Friends). Homeless or community cats still make up the majority of the euthanasia numbers at FHS. With our municipalities beginning to recognize that TNR is the best option, we have more opportunities to save lives. Part of the municipalities' motivation is cost savings. Municipalities are contracted to pay FHS for each animal they surrender. With Community Cat Diversion, FHS will not be receiving for intake the number of cats or the funding from the cities. FHS will be transporting cats back to their original territory if volunteers aren't always available. If we were awarded grant funding we would be able to offer sterilization, vaccines etc. at an even more reduced or free rate, thus opening it up for more animals. With last years total surgeries being 2,646, our goal would be to increase that each year until the need is diminished.

**Target Population**

<b>Geographical target area (name of city, county, etc.):</b>	Flagler County
<b>Total human population in target area:</b>	100,000
<b>Percent of residents living below poverty in target area:</b>	16%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	30304
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	25000
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	16667
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	1,642
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	1,230
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	351
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	59

**Please explain if you believe your target area animal population is significantly different than above.**

No, believe these numbers to be accurate or near accurate. Although we are applying for the grant for the entire Flagler County. We will be publicizing the funds and focusing many of our efforts within the city of Palm Coast, as they have just allowed us to write a "Pilot Program" with which they will allow for the care, trap, neuter, vaccinate and return of community cats.

**Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:**

Last year the majority of the animals euthanized at FHS were community or un-owned cats. On a separate note, our intake is also largely because of landlord issues. We are looking at grant opportunities from other sources to perhaps fund a renters pet deposit assistance fund. We are also publicizing the issues involving animals surrendered at shelters due to "landlord won't allow" to try to sway property owners to be open to allowing pets.

**What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs?**

FHS has a low cost spay/neuter program that has been in effect since 1992. The County offers a \$25 rebate program which is managed by FHS. There is also a small group called Flagler Cats that assists with some spay/neuter services. Most pet owners who wish to have their pets sterilized are able to afford our regular low cost spay/neuter. However community cat caretakers who often manage a dozen or more cats cannot afford even a small amount when multiplied by the number of cats they care for. FHS offers community cat surgeries at bare bones cost (even less than cost if you really add detailed costs) of \$25 but even that is too much for many caretakers.

**Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant:**

Pets in low-income families  Pit Bull / large breed dogs  TNR managed colonies of feral cats  Community cats (free-roaming and/or owned)  Other

## TNR Managed Colony Feral Cat Program/Community Cats (Free-Roaming and/or Owned) Program

**Define the precise boundaries of the colony or targeted area, including estimate of square miles.**

Flagler County consists of 571 square miles. Although the grant would be open to the entire county, our publicity and man power will predominately be focused within the City of Palm Coast. The City of Palm Coast consists of 52 square miles and with 78,000 residents is the most densely populated area within Flagler County and serves as the source of the majority of stray animals arriving at the shelter.

**What is the criteria used for determining the target area(s) and/or eligibility for this program?**

There's need throughout The County, as the level of income is well below average and with the Florida weather, cat populations thrive. We won't turn away cat caretakers from anywhere within The County. The push is within Palm Coast because, in 2014 845 homeless cats were surrendered from Palm Coast. In 2013 that number was 942. In 2012 - 816. In 2011 - 736. At our urging, officials realize that trap and remove doesn't work and are on board with "Community Cat Diversion".

**Describe whether the targeted area is rural, suburban, or urban. Is it commercial, residential, agricultural, or a designated special land use?**

Flagler County is a mix of rural and suburban, with many of the unincorporated areas having a large agriculture areas. From 2000 to 2005 Flagler County was ranked the fastest-growing county in the nation by the US Census Bureau, boasting a 53.3% change, so we have grown and continue to grow. Within the city of Palm Coast areas are predominately suburban with mostly residential buildings. Commercial business is growing in Palm Coast. Many industrial parks house mid-size businesses.

**Estimated number of cats in the target colony area :** 13000

**Estimated number that are currently sterilized:** 1625

**Projected reduction after utilizing the grant:** 10750

**For TNR program, describe the ability to maintain lifelong care for remaining cats, commitment level of volunteers/organizations, etc.**

The City of Palm Coast has a largely retired population and many have the time to devote to helping the cats. For example, in 2006 a fenced sanctuary was opened in Palm Coast for feral cats. The dedication level of the volunteers there is astonishing. The volunteer group faithfully spend their days caring for the cats even through the cold winter mornings and hot, rainy summer afternoons. Community cat caregivers are hungry for the assistance and will be so pleased to have an affordable way

**Detail any public education/outreach, adoption programs, etc.**

**Do current city/county ordinances address TNR or free-roaming cats?**

Yes

**Please explain what is allowed:**

The City of Flagler Beach made changes to their ordinance to allow for TNR (After the Florida Animal Friend grant, Thank you!!) Caretakers may feed and give shelter to cats, provided that they comply with feeding and clean up regulations to avoid the cats becoming a nuisance. Those not wishing to have cats in their yards are asked to be patient while TNR has a chance to work. Other FC ordinances don't address TNR, but their administrators and majority of their council support TNR.

**(NOTE: FAF will not fund any program this is inconsistent with local ordinances.)**

**For TNR program, list any groups or government agencies who support this TNR effort:**

The City of Palm Coast, the City of Flagler Beach, the City of Bunnell, The County Administrator's Office and County Commission, Community Cats of Palm Coast are our main partners. Second Chance Rescue, Safari and Flagler Cats are three additional groups who support TNR.

**Describe any effort to lessen the negative impact on local wildlife.**

Caretakers will be educated to watch for cats who may continue to stalk wildlife even if they are well fed. These cats may need to be trapped. FHS has a great relationship with several wildlife rehabilitators who are available in the event of injured wildlife.

**Describe efforts that will be made to mitigate current or potential nuisance issues.**

Animal Services Officers will counsel complainants and ask for their patience in getting the number of homeless cats down to a minimum. Complainants will be educated about the fact that trap and remove has been tried for decades and has not solved the homeless cat overpopulation problem. They will also be given helpful hints to deter cats such as citronella or eucalyptus scents to use in their yards. Donations may be solicited from private donors so that we may purchase motion-activated ultra

**Will the cats be ear-tipped?** Yes

**Will the cats be microchipped?** No

**Provide any additional information that will help the grant selection committee understand how this program will operate to achieve its goals.**

Our program will be loosely modeled after other successful programs such as the one in Jacksonville. Our officers and dispatch as well as officers and dispatch from The City of Palm Coast will be training in Jacksonville. Representatives from Target Zero Institute are providing us with guidance as needed and helping us change minds and change laws. We have plenty of traps to loan out to cat caregivers (with a small deposit)

## Objectives

**What do you hope to accomplish with these funds (objectives should be specific and quantifiable)?**

Our long term goal is to never have to euthanize a cat simply because it is feral or unsocialized. With PetPoint software we are able to track exactly how many animals are euthanized and for what reason. In 2013 at FHS 315 cats were euthanized simply because they weren't socialized enough to be adopted. With creative thinking, proactive programs, aggressive spay/neuter and the Florida Animal Friends grant awarded late in that year, we were able to bring the number of cats euthanized because they were feral or unsocialized down to 86 in 2014. With potential grant funding, we could sterilize 625 cats for free. Regardless of grant funding we hope to continue to increase our number of surgeries until the need is diminished.

**How does this program increase the number of sterilization surgeries above the existing baseline?**

With TNR becoming accepted by government authorities, caretakers will be able to come out of "hiding". Demand will skyrocket and caretakers will take advantage of a free or further reduced program. FHS has the available facilities to perform surgeries seven days a week, if we had the funding. With grant monies we would most likely increase the number of days per week that we have a veterinarian performing surgeries.

## Methods

**What criteria will you use to determine eligibility for your program?**

Many animals will be signed up in the field where animal services officers are responding to complaints. For those individuals who come in to purchase Community Cat Diversion sterilization, there will be a brief interview process to help ensure that the program services are being used properly. With an ear notch as part of the package that also lowers an owner's motivation to wrongly take advantage of the program. Driver's licenses or state ID cards are shown to determine residency.

**How will you advertise the program? Explain how the advertising will reach the target audience.**

FHS will use traditional and social media, The City will insert an informational pamphlet in their water bill. The Community Cat Diversion Program will be predominately featured on the websites of all collaboration partners. FHS attends several outreach events each week where trifold flyers will be passed out. We host a radio show called "Speaking of Animals" on which we will discuss the Florida Animal Friend grant. We will invite a representative of Florida Animal Friends to appear as our guest (via phone) on the radio show. Depending on funding availability and pricing, we will look into having a billboard on US1.

**How will you address barriers to full use of the program such as transportation, illiteracy, and cultural hurdles?**

Officers in the field build bridges over cultural differences and illiteracy challenges daily, so the only difference is that with grant monies we would have more to offer citizens when discussing homeless cat issues. Outreach and one on one counseling is offered by our animal services department and by partner organizations Palm Coast Animal Services and Community Cats of Palm Coast. FHS has staff members who are bilingual and will also provide one on one counseling. Customers who have problems reading the pre and post surgical paperwork will simply have it read over with them. Our staff has a way of reading through with people that feels natural, as if they read it through with everyone, ensuring that the reading challenged person isn't embarrassed. Any transportation needs can and will be met by volunteers.

**Does this project involve the transportation of animals by someone other than the client? If so, describe the vehicles, methods for confinement, personnel training, liability releases used to assure the safety of the animals and handlers.**

Both our animal services and Palm Coast Animal Services are made up of certified officers with fleet vehicles purchased with animal transport in mind. Any transport performed by anyone other than an officer will be pre-approved and will be done by active volunteers trained in the proper handling of an unsocialized, caged animal. If their own vehicles are used, they will be provided with protective cloths. Liability waivers will be signed by all volunteers releasing FHS and it's partner agencies from responsibility. Indemnity waivers are approved by our board attorney.

**Veterinary Services**

**Objectives**

**What arrangements have you made with veterinarians to perform the surgeries?**

Dr. Gary Shelton has been our medical director for three years. He oversees the quality and quantity of our veterinary department. At least three days per week FHS has our veterinarian, Dr. Andrea James performing sterilization surgeries in the shelter surgical suite. With the Community Cat Diversion Program we will increase the hours in of her work days or the amount of days as needed. We have structured agreements with Shelton Veterinary Clinic and with Freiberg's Healing Paws to provide sterilization surgeries if our schedule is full. Other local veterinary hospitals will assist with surgery and other medical needs periodically. We also have an agreement with the University of Florida Department of Veterinary Medicine. Once per month a group of graduate students visits, observes, assists and performs surgical procedures which is a win-win situation for all parties involved.

Are they:  In-house  Private Vet(s)  Combination

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Freiberg's Healing Paws Veteirnary Clinic	1437 N. US 1	Ormond Beach	FL	32174	386-615-7297	<input type="checkbox"/>
Shelton Veterinary Clinic	1108 S. State St.	Bunnell	FL	32110	386-586-3000	<input type="checkbox"/>

**Fee Range**

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) and not for other items such as vaccines, testing, licensing, and capital purchases.

	Amount Paid by Client	Amount Paid by Project	Total Amount
<b>Range for Male Cats</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$40.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$40.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked: Required  Yes, Fee to client  No

<b>Required, Optional, or Not Offered</b>	<b>Fee to Client?</b>
<b>Examination</b> <input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input type="radio"/> Yes
<b>Rabies Vaccination if Due</b> <input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$6.00
<b>Other Vaccination if Due</b> <input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$12.00
<b>Pain Medication</b> <input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Parasite Medication</b> <input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$10.00
<b>Testing</b> <input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
<b>Licensing</b> <input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Ear tipping</b> <input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Other</b> <input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

**If necessary, please explain the procedures and fees described above:**

A very brief exam is performed on animals prior to anesthesia. For feral cats a brief exam is performed after anesthesia but prior to surgery. Pain relief is standard protocol for female cats but not for males unless there are complications. The \$12 rabies vaccine charge may be lowered or waived with manager approval especially for those caretakers bringing in multiple cats. Feline leukemia and FIV testing will be recommended for cats who appear to be in poor health. Our cities offer licensing but unincorporated county does not. Community cats are exempt from mandatory licensing in most areas. Dog prices were not included as the grant application focuses on cats only. Topical flea prevention will be administered at no charge to cats who appear to have a flea infestation or flea allergy.

**Is this a voucher program?** No

**If so, how will you assure compliance with the program?**

**For your voucher program, how have you determined the capacity of the veterinarians listed above to handle the projected capacity?**

**Will you have the ability to report the number of vouchers issued and the percentage that result in S/N surgeries?**

### Community Collaboration

To assure the success of your program, are there any local groups (such as rescue groups, animal control agencies, TNR groups, local businesses, local media, social service agencies, etc.) other than your organization and your cooperating veterinarians who are committed to assist?

Yes  No

Please list them and detail their level of involvement with the proposed effort.

Name	Level of Involvement
Community	Founded in 2013, Community Cats of Palm Coast is an organization dedicated to the promotion of TNR. The group of dedicated citizens has helped Palm Coast and surrounding cities make changes to their policies and ordinances to allow for responsible care of free roaming cats. Founder, Elizabeth Robinson has worked closely

Cats of Palm Coast	Ordinances to allow for responsible care of free roaming cats. Founder, Elizabeth Robinson has worked closely with FHS for many years. Community Cats of Palm Coast volunteers provide one on one counseling for complainants so that they may understand their options. Complainants and caregivers are provided tips to help promote positive relationships between the two. Community Cats of Palm Coast volunteers will assist with the return transport of cats post surgery when caretakers or animal services officers are not available.
Palm Coast Animal Services	Our Community Cat Diversion Program is a collaboration between our two agencies. Palm Coast initially was resistant to the program but has learned that what we have proposed will save the city money while saving lives and cutting down on the number of nuisance complaints. Whereas the city officers formerly picked up cats and dropped them at the humane society, now the officers will offer counseling to those making nuisance complaints so that they may make informed decisions regarding free roaming cats. FHS charges to The City will be lower as fewer cats are surrendered to the shelter. The City officers will still trap and transport but will mark cats that are to be sterilized and returned as "Community Cat Diversion". City officers will request that complainants provide them with names and addresses of neighborhood cat caretakers so that they may provide them with sterilization information as well as tips on caring for the cats in ways that will lower their intrusion on the neighbors.

## Other Information

### **Provide any additional information that will help the grant selection committee understand how the program will operate to achieve its goals.**

We would be so proud to continue the work that helped spay and neuter nearly 600 cats in Flagler Beach. Residents outside of Flagler Beach have been asking if we might have any opportunities for fee waived sterilization for cats in their area. Our staff and volunteers as well as staff and volunteers from partner agencies are dedicated to making Flagler County a "No Kill" community. This could make that truly happen. The Community Cat Diversion Program is very much a collaborative effort with ideas being borrowed from other successful programs and training coming from as far away as Jacksonville. \*\*\*\*\*There is a question that shows on the printed application that does not show online. It is "Detail any public education/outreach, adoption programs, etc." - We attend at least one outreach event each week, usually three or four. We feature adoptable animals and educational pamphlets at our local farmer's market each Friday. Animals are featured at PetsMart at least once per week and several FHS cats are housed there. We house and feature adoptable cats at our local vet hospitals, feed stores and our own thrift store. We are a part of the "Pets for Patriots" Program and we attend all of the Jax Mega adoption events. Foster families are asked to become "ambassadors or campaign managers for their foster pets to help get them adopted to great homes. Now that Community Cat Diversion is becoming accepted by our local governments, we will have updated flyers made to pass out at events explaining the lifesaving program.

## Budget

### **Total number of sterilization surgeries projected:**

**Cats:** 625 **Dogs:** 0

**Total budget requested (Budget should not exceed \$25,000):** \$25,000.00

**Average cost/surgery projected:** \$40.00

### **Describe any expenses that are not included in the grant and how they will be paid for:**

Our costs on vaccines and microchips are minimal (\$2.00 each vaccine and \$6.00 microchip). Our members are willing to donate and happy to be a part of a winning, life-saving team. Also, as fewer cats enter the shelter thanks to spay/neuter, the resources that would have gone to housing cats, are better spent vaccinating and microchipping cats who will not be taking up space at our shelter.

### **Describe any expenses that are not included in the grant and how they will be paid for (for example, vaccines, microchipping, ear notching, etc.):**

Our costs on vaccines and microchips are minimal (\$2.00 each vaccine and \$6.00 microchip). Our members are willing to donate and happy to be a part of a winning, life-saving team. Also, as fewer cats enter the shelter thanks to spay/neuter, the resources that would have gone to housing cats, are better spent vaccinating and microchipping cats who will not be taking up space at our shelter.

### **Describe any other funding sources for this program, i.e. other grants, targeted fundraising efforts, budget allocation, etc.**

If we are able to receive grant funds we will publicize and make it well known that donations would help to provide the extras that the cats may need. Our members are supportive of Community Cat Diversion. Through our newsletters and eblasts we will target them to make this program a huge success. We will be applying for grants from other sources to continue low cost and free spay/neuter. If donations are tight, for this program we can call in favors from drug companies who periodically donate



vaccines.

**What percent of the total cost of the program would this projected grant cover?**

80

## Timeline

**All projects must be completed within 12 months of receipt of funding. Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project. Requests for time extensions must be made in writing at least 30 days prior to the end of the project. Funding for accepted projects will be available after August 1, 2009.**

**Projected start date:** 10/01/15/    **Projected end date:** 09/30/16

### **Unexpended funds**

Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project.

### **Requests for extensions**

Requests for time extensions are discouraged and not often granted. If it is imperative to request an extension, such request must be made in writing at least 30 days prior to the end of the project. It is FAF's policy to seldom grant more than a 30-60 day extension.

Failure to submit reports and requests within the required time period will impact your agency's future grant applications.

## Future Funding to Sustain Public Spay/Neuter

**\*Explain how the organization plans to fund this program in the future. Having sustainable plans including other grants, local donations and other services generating revenue enhances the chances of receiving this grant.**

Thanks to the Florida Animal Friends grant that targeted the community cat overpopulation problem in Flagler Beach, issues in that area have practically disappeared. In the six months since we completed use of the Florida Animal Friend grant only 14 stray cats have come into the shelter from the entire city of Flagler Beach. Complaint calls regarding cats to Flagler Beach Animal Control (which is an arm of Flagler Humane Society) are incredibly rare. With that in mind, in Flagler Beach, it has become less about funding and more about that fact that the need for funding has drastically diminished. That said, Palm Coast is a larger area with a larger cat problem. We at FHS are continually fundraising. Our donor list has been cleaned up to near perfection. New donor software called Non-Profit Easy is in use. The software includes donor profiles as well as report reading capabilities. So we are able to easily follow what sources of funding are working most efficiently. We mail out quarterly newsletters which bring in generous donations. Our Humane Hero membership program features a monthly giving commitment. We are revamping some of our old fundraisers and taking what worked in the past and updating the events to bring in new donors, such as our Holiday Cocktail Party at the home of local celebrity Bobby Ginn. We have an energetic, devoted staff, including a Development Coordinator who is putting us on the map by winning awards through our Chamber of Commerce, an Operations Manager determined to take FHS to permanent "No Kill" status and an Outreach Manager who has overseen many hundred offsite adoptions including the Jacksonville Mega adoption events which average between 55 and 60 FHS adoptions at each weekend event. Awareness raising and fundraising, combined with efforts to keep costs low will help to sustain low cost or free spay/neuter options for pet caretakers and owners.

## Promotion of Florida Animal Friend Spay/Neuter License Plate

**\*Applicants selected for funding are expected to publicize their grant in support of their spay/neuter program and promote the sale of the Animal Friend license plate via press releases, newsletters, website links, social media, etc. Please describe your plan to promote the Florida Animal Friend Spay/Neuter License Plate. Grantees are required to submit documentation of promotional endeavors.**

We are so excited at the thought of possibly working with Florida Animal Friends again. Many in our parking lot already have the plate! Florida Animal Friend is featured now on our FHS website. We have and will talk about the organization and program on our weekly WNZF radio show, "Speaking of Animals". We would ask that a Florida Animal Friend representative be a guest on our show (by phone if not available in person). We will feature the plates on our social media, press releases, electronic mail and paper newsletters. We will ask that our donated advertisements in local print Pennysaver, Observer, News Tribune and News Journal feature Florida Animal Friend license plate publicity. Our local municipalities have offered to send out notices of free or greatly reduced spay/neuter opportunities in their water bills and to feature the program on their websites. FHS has our own busy thrift store at which each customer will receive a quarter page flyer in their bag. Foot traffic in the shelter has increased dramatically within the last two years. We can have a banner made to hang in our busy lobby. We will also approach our local tag office to see if we may place promotional materials in or near their office to persuade customers while they are purchasing tags anyway to purchase the Florida Animal Friends plate.