

Grant ID: 1499

**Title of Proposal:** GSAL 34205

**Agency Type:** Non-Profit

**Total Funding Requested:** \$22,500.00

**Check Payable To:** Gulf Shore Animal League, Inc.

## Application Information

### Demographics

**Name of Applicant Agency:** Gulf Shore Animal League, Inc.

**Website Address:** www.gsalinc.org

**Person Submitting Proposal:** Cheryl Wade

**Position:** President

**Agency Head:** Cheryl Wade

**Agency Head Email:** info@gsalinc.org

**Organization Business Address:** P.O. Box 14291

**City:** Bradenton

**State:** Florida

**Zip:** 34280

**Phone (xxx-xxx-xxxx):** 941-747-2284

**Fax:**

**Cell:** 941-962-0076

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

### Agency Details

**Dates of Last Fiscal Year: Begin:** 01/01/14 **End:** 12/31/14

**Organization Income in Last Fiscal Year:** \$78,991.00

**Organization Expenses in Last Fiscal Year:** \$68,017.00

**Number of Paid Employees:** Full Time: 0 Part Time: 0

**Number of Active Volunteers:** 25

**Total Volunteer Hours per Week:** 140.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** News media

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

**Previous Florida Animal Friend Applications:** Years Funded: 2010, 2012 Year(s) denied/incomplete: 2014

**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
Chery Wade	President	941-962-0076	Administrative Assistant	waderunner5711@hotmail.com
Cheryl Hanbury	Vice President	941-962-6695	Retired	freespiritcah@aol.com
Martha Wright	Treasurer	941-720-0200	CFO, Chiles Restaurant Group	mwright595@verizon.net
Stacey Hines	Secretary	941-840-3124	Photographer	creashines@gmail.com

**Applicant Qualifications**

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

**325 cats and 7 dogs were admitted.**

**271 cats and 7 dogs were adopted.**

**3 cats and 0 dogs were euthanized.**

**1553 cats and 7 dogs were sterilized.**

**Briefly describe your animal programs:**

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

Yes

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

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

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

**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.**

GSAL has been running a non-profit TNR program since 2003, initially with little government recognition or support. Along with other community non-profits, we worked hard to influence Manatee County government and their Animal Control Department. In 2011, the Manatee County Commission passed a resolution to become a No-Kill Community, and changed the name of Animal Control to Animal Services. We now work closely with MCAS and the Humane Society of Manatee County (HSMC), and we were instrumental in establishing a county-wide TNR partnership. Together we have reduced the euthanasia rate for cats from 1,612 in 2011 to 241 in 2014. GSAL now enjoys an outstanding reputation as the long standing, established, high-volume TNR program in our community. We have a roster of about 25 trained volunteers with a passion for enriching the lives of free roaming cats in our community. They are experienced and proficient in organizing and running an efficient large-scale Spay Day event, as well as day-to-day operations. Many of these people have been with us for years. Our President, Vice President and Treasurer have each been active with our organization for seven to nine years and dedicate many hours to the cause each week. Our Treasurer has 27 years of experience as the CFO for a large local restaurant chain and has successfully managed the funds from our two previous FAF grants. Ambrose Ilonka, DVM, of Veterinary Emergency Center serves as our Medical Director.

**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?**

Last year, we received over \$50,000 in private donations and raised an additional \$4500 through fundraising events. We have developed a reliable base of donors on whom we can depend, and we conduct our fundraisers annually. We also have access to a portion of local grant funding provided to the Humane Society of Manatee County by the Bishop Foundation. HSMC also receives some funding through the County that they partially use to defray our s/n expenses. Receiving additional resources from the FAF Grant would allow us to fund more large-scale Spay Day events, thus reducing the number of unsterilized free roaming cats by 450. We have the manpower and other resources to do this, but funding has been the limiting factor. As an explanatory note: You will see that we finished 2014 with \$10,000 in unspent funds. This is because we received an unexpected private donation of over \$21,000 in the third quarter of the year. We accelerated our activities, and managed to TNR enough cats to utilize about half of this amount before the end of the year.

**Target Population**

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<b>Geographical target area (name of city, county, etc.):</b>	Manatee County
<b>Total human population in target area:</b>	351746
<b>Percent of residents living below poverty in target area:</b>	15.1%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	106590
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	87937
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	58625
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	1924
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	2877
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	241
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	212

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

County-wide, these numbers are probably accurate. To-date, our organization has concentrated on the urban, suburban, and nearby rural areas adjacent to the City of Bradenton (although we are available to travel further). We give special attention to the lower income trailer parks, duplex housing, and transient neighborhoods. We know that the concentration of unaltered animals in these areas is high, and the available income to provide veterinary services is low.

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

The causes of animal overpopulation are many. The ones that apply in particular to our target areas are: Abandonment, intentional or otherwise, due to the recent high rate of foreclosures, and a large number of senior citizens who may pass away or have to move to facilities; a significant number of transient neighborhoods; and uninformed, negligent, and/or poverty-stricken pet owners who allow their pets to wander and breed.

**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?**

In our area, there is an adequate number of veterinary hospitals to serve pet-owners who can afford to pay. There are one government and four non-profit shelters/adoption centers that manage s/n for their intakes, as well as foster and rescue groups who do the same. For low-income owners and for feral and free-roaming cats the Humane Society of Manatee County (HSMC) runs a high-volume reduced-cost s/n clinic. What none of these provide is help with trapping, transportation, free sterilization, and TNR. Our organization, GSAL, fills this need for feral cats, free-roaming cats, managed colonies, and owned cats from low-income households. We are the only organization in our area that provides these services. We have 25 volunteers with an impressive track record. They would like to do even more, but our capacity is limited by our funding.

**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.**

Zip code 34205, which is the area in and around downtown Bradenton, an area of 6.5 square miles.

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

This is the greatest source of calls for help. This area includes downtown Bradenton and several business corridors, and has the second highest (human) population density in the county (~4573/square mile). Referring to "the most substantial sources of cat overpopulation" that we defined above, this region is high on the list for poverty, foreclosures, transience, aging population, and/or negligence. We already monitor and service several feral cat colonies in this area, and we have a waiting

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

Urban. Both residential and commercial.

**Estimated number of cats in the target colony area :** 5000

**Estimated number that are currently sterilized:** 750

**Projected reduction after utilizing the grant:** 450

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

We have a network of long-term committed volunteers and community caregivers that continues to grow. We remain in contact with caregivers to assure continued maintenance of the cat colonies, and provide additional support as needed. We ask them to contact us if new cats join the colony so that they can be trapped and neutered to prevent colony growth. As explained below, TNR projects have wide support from local government and the citizenry.

**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:**

We are very fortunate to have the full support of Manatee County Animal Services through our partnership to implement a county-wide TNR program. In addition, the Board of County Commissioners of Manatee County passed and adopted Resolution R-11-127 on October 11, 2011 to become a No-Kill community. One of the key points listed in the resolution is trap/neuter/release programs for feral cats.

**(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:**

Among government and non-profit groups only: Manatee County Commission, Manatee County Animal Services, Humane Society of Manatee County, Bishop Foundation. See "Community Collaboration" for details.

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

In this urban area, wildlife of concern would be wild birds, squirrels, raccoons, and possums. Neutered cats are less likely to roam and hunt. Roaming and hunting are further discouraged by providing the cats with a reliable source of food and a safe environment. Also, as part of our TNR process, we give a three-year rabies vaccine to reduce the risk of transmission to and from the cats. We update the vaccine when we recapture one of our neutered cats. (While not an issue in this target area)

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

We have a volunteer who specializes in mitigation of potential nuisance issues. Her expertise in handling these situations using a combination of education and deterrents, if needed, has been very effective. Neutering will reduce some nuisance issues such as spraying, fights, or aggressive behavior toward pets. We also post suggestions for the public on our website.

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

**Will the cats be microchipped?** Yes

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

GSAL will triage feral/free-roaming cat "hotspots," then trap, transport, arrange s/n surgery, and return at no charge to community caregivers or low-income owners of roaming cats. We will pay HSMC at cost to provide veterinarians, vet techs, and their high-volume s/n clinic facilities to conduct the surgeries. (Capacity at this clinic has been adequate, and will be even greater once a planned expansion is completed this year.) During large Spay-Day events, GSAL volunteers will trap and tag f

## Objectives

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

We will use these funds to remove 450 cats from the breeding population in the target area (zip code 34205), via TNR, while allowing them to live out their natural lives in their communities. We will use our other funds to assure continuous care of these cats, to fund our adoption program, TNR activities in other areas of the county, and to pay overhead costs.

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

Our "baseline" is determined by the amount of funding we have each year. In other words, funding is the limiting factor in the number of cats we can sterilize. Our dedicated volunteers are ready, willing, and able to do more, including more frequent large scale Trapping and Spay Day events. The need is there, as we have a waiting list of locations within the target area. In 2014, we sterilized 1282 feral and free-roaming cats.

## Methods

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

Any free-roaming community cat within the target area would be eligible as long as permission from the property owner and/or caretaker is obtained. Roaming owned cats will be eligible if the owner can demonstrate financial need.

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

Flyers, postings, and canvassing in the target area; booths at community events; press releases; feature news articles in the local media; social media; word of mouth.

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

GSAL will provide transportation to and from the clinic. One of GSAL's volunteers as well as the Humane Society's Pets for Life coordinator are bilingual and can assist when needed since a large percentage of the residents living in our targeted area speak Spanish. We also have flyers and information printed in Spanish explaining our program and TNR process. If other cultural hurdles arise we will take every step needed to overcome these issues and provide the assistance needed.

### **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.**

We have a large fully equipped vehicle specifically designed to transport animals which will be our primary source of transportation. In addition, volunteers provide trucks and vans, if needed. All of our volunteers are trained in the safe handling of stray/feral cats. Cats will be kept in humane traps during transportation, holding, and return to avoid injury to themselves and our volunteers. Release forms are signed by the property owner, pet owner, and/or colony caretaker giving GSAL permission to provide veterinary care as we deem necessary and holding GSAL harmless.

## Veterinary Services

### Objectives

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

We have an arrangement with the Humane Alliance High Quality/High Volume Low Cost clinic operated by the Humane Society of Manatee County. They are in the process of expanding their surgical services areas which will be completed in July 2015 and allow for a greater number of surgeries to be performed. In addition, we currently have arrangements with four private veterinary practices to complete spay/neuter services for cats run through our TNR program if needed.

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

#### **Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Beach Veterinary Clinic	4404 124th St Ct W	Cortez	FL	34215	941-792-2838	<input type="checkbox"/>

Humane Society of Manatee County	2515 14th Street West	Bradenton	FL	34205	941-747-8808	<input type="checkbox"/>
Kindness Animal Clinic	4525 26th St W	Bradenton	FL	34207	941-753-8948	<input type="checkbox"/>
River Landings Animal Clinic	6140 53rd Ave East	Bradenton	FL	34203	941-755-7622	<input type="checkbox"/>
Veterinary Emergency Clinic	3915 Cortez Road West	Bradenton	FL	34210	941-896-9420	<input checked="" 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="\$55.00"/>	<input type="text" value="\$55.00"/>
<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

	Required, Optional, or Not Offered	Fee to Client?
<b>Examination</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>Rabies Vaccination if Due</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 Vaccination if Due</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>Pain Medication</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>Parasite Medication</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>Testing</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>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:**

n/a

**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
Bradenton Herald, Bay News 9, and other media outlets	Publicize our activities and events
Humane Society of Manatee County	Provides clinic space, veterinarians, and vet techs for our Spay Day events; shares funding with us to defray some of our s/n expenses
Manatee County Animal Services	Assist us in identifying areas of concern and fully supports a county-wide TNR program; release ear-tipped cats to us for return; release cats with treatable medical conditions (e.g. scabies) for treatment in volunteers' homes and return or adoption; hold monthly meetings with us and other non-profits to address areas of concern and coordinate activities
Other local businesses	Sponsor our fundraisers
Pet Supermarket	Provides space to showcase our adoptable cats

## Other Information

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

As part of our community collaboration, Gulf Shore Animal League's fulfillment is to provide TNR services for free-roaming community cats being cared for by residents within the area targeted by the newly established Pets for Life program in Manatee County. While this program focuses on lifelong pet retention by owners there are many cats roaming the streets in these impoverished areas. Simply ignoring these cats and leaving them unsterilized would only increase the number of unplanned kittens being born. Our goal is to partner with the Humane Society of Manatee County to increase Spay Day events with a goal to sterilize a minimum of 50 cats per event.

## Budget

**Total number of sterilization surgeries projected:**

**Cats:** 450 **Dogs:** 0

**Total budget requested (Budget should not exceed \$25,000):** \$22,500.00

**Average cost/surgery projected:** \$50.00

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

As part of the TNR and adoption programs, GSAL will pay for the three-year rabies vaccine, feline leukemia testing, and microchipping with funds raised through private donations and fundraisers. These funds will likewise cover our other animal care expenses, adoption program, and overhead. Note that we do not maintain offices, nor our own s/n facilities, shelters, or

adoption centers. For these things, we utilize resources already available in the community, work from our homes, foster adoptable cats, young kittens, and cats receiving medical attention in volunteers' homes, and place adoptable cats in adoption areas provided by pet supply stores. Thus, we have very little overhead. In fact 90% of our funds go directly to the cats.

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

As part of the TNR and adoption programs, GSAL will pay for the three-year rabies vaccine, feline leukemia testing, and microchipping with funds raised through private donations and fundraisers. These funds will likewise cover our other animal care expenses, adoption program, and overhead. Note that we do not maintain offices, nor our own s/n facilities, shelters, or adoption centers. For these things, we utilize resources already available in the community, work from our homes, foster adoptable cats, young kittens, and cats receiving medical attention in volunteers' homes, and place adoptable cats in adoption areas provided by pet supply stores. Thus, we have very little overhead. In fact 90% of our funds go directly to the cats.

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

As detailed above, we rely on private donations, fundraisers, a share of a Bishop Foundation grant, and limited financial support from Manatee County Animal Services. We will also continue to seek out and apply for available grants.

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

28%

## 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:** 08/15/15/    **Projected end date:** 07/15/16

### **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.**

We have established a reliable donor base. Our fundraising events have been successful and we continue to seek out and apply for grant opportunities.

## 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 will promote the Florida Animal Friend License Plate on our website, social media, publications, press releases and at speaking engagements.