

Grant ID: 1496

Title of Proposal: Help Pets, Empower People

Agency Type: Non-Profit

Total Funding Requested: \$11,000.00

Check Payable To: Humane Society of Manatee County

Application Information

Demographics

Name of Applicant Agency: Humane Society of Manatee County, Inc.

Website Address: www.humanemanatee.org

Person Submitting Proposal: Amy Van Dell

Position: Executive Director

Agency Head: Amy Van Dell

Agency Head Email: avandell@humanesocietymanatee.org

Organization Business Address: 2515 14th St. West

City: Bradenton

State: Florida

Zip: Florida

Phone (xxx-xxx-xxxx): 941-747-8808

Fax: 941-747-5702

Cell: 941-652-1543

Email Address: avandell@tampabay.rr.com

Agency Details

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

Organization Income in Last Fiscal Year: \$1,245,432.00

Organization Expenses in Last Fiscal Year: \$1,421,672.00

Number of Paid Employees: Full Time: 17 Part Time: 7

Number of Active Volunteers: 200

Total Volunteer Hours per Week: 50.00

How did you learn of the 2009 Florida Animal Friend grant competition? Previous grants and website

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

Previous Florida Animal Friend Applications: Years Funded: 2009,2011 Year(s) denied/incomplete: 2013

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
Andrea Tetla	Treasurer	941-756-5127	Banker	andrea.tetla@fbof.com
Brooke Pelsh	At Large	941-374-0323	Project Manager	bpelsh@gmail.com
Cookie Jordan	At Large	941-776-9019	Publisher	rjo2344@aol.com
Dave Norris	At Large	941-400-2346	Banker	djnor01@aol.com
Gina Brulato	At Large	941-730-3653	Realtor	gindolph@tampabay.rr.com
Kristeen Ezell	Secretary	941-807-1101	Business Owner	kris@visualharmony.com
Lisa Barnott	At large	941-757-1542	Marketing	lisa.barnott@lakewoodranch.com
Marsha Forrest	Vice President	941-737-7079	Business Owner	marshaforrest@verizon.net
Melanie Luten	At Large	941-748-0100	Attorney	mluten@blalockwalters.com
Rebecca Neal	President	941-713-1451	Home Maker	rnealf@msn.com
Toby Scott Guinn	At Large	941-351-9010	Development	sguinn78@gmail.com
Vicky Followell	At Large	941-748-8100	Accounting/Taxes	vicky@uniquetaxx.com
Xtavia Bailey	At Large	941-526-8080	Entrepreneur	xtagripp2003@yahoo.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

485 cats and 409 dogs were admitted.

491 cats and 386 dogs were adopted.

3 cats and 1 dogs were euthanized.

2577 cats and 2276 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?

N/A

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

N/A

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

N/A

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.

The Humane Society of Manatee County has operated a Humane Alliance model Spay/Neuter Clinic since April of 2009. We operate the only high-volume, high-quality, low-cost (often free and reduced cost) Spay/Neuter clinic in Manatee County. We have performed more than 31,000 surgeries to date and that has had a direct result of reducing euthanasia by 20% or more at our local County Shelter. Since August of 2011, HSMC has partnered with the Manatee County Shelter and Gulf Shore Animal League in a TNR partnership. The program has drastically reduced cat euthanasia as well. Even though HSMC has a very successful Adoption Program with nearly 900 animals adopted last year, our mission is heavily tied to prevention through spay/neuter. We are committed to promoting low-cost and free spay/neuter surgery and seek grants to offer programs for low-income residents and to target Pit Bull type dogs which are disproportionately represented at the County Shelter. Roughly 50% all surgeries performed are at a reduced cost. We are currently expanding our Spay/Neuter Clinic and adding wellness services and will be able to offer a much greater capacity. We have added Saturday spay/neuter surgery and additional staff to cover a six day surgery week. Our S/N programs are led by our veterinary and medical director, Dr. Julie Hollifield who has been on staff for more than 6 years. We also have recently added a practice manager, Terri Romano, who has successfully led another Humane Alliance model Clinic through an expansion to achieve 12,000 surgeries annually. In addition, we have in our facility a

Community Outreach Coordinator dedicated to identifying and building relationships with underserved communities to empower them to keep their pets healthy. The grant is a collaboration of six animal welfare agencies providing resources to a targeted population mostly likely to have unplanned litter and to turn animals in to the County Shelter. HSMC is serving as the lead agency in this grant and the outreach coordinator is doing grassroots relationship building with the assistance of community leaders and volunteers.

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?

We have a current program for low-cost sterilization of cats and dogs (puppies and kittens over two months and two pounds) available to the public. In addition, we have received numerous grants over the years to provide services to underserved residents and target breeds that contribute to over population at the County Shelter. We have received funding for owned cats and in targeted zip codes (1000 cats done); Pit bull type dogs from targeted zip codes and including a microchip (over 600 done); a Manatee County Low Income grant provides limited funding that runs out before demand each year and is reason this grant is needed.

Target Population

Geographical target area (name of city, county, etc.):	Low Income Sections of 5 zip codes in Bradenton and Palmetto Florida in Manatee County
Total human population in target area:	42,297
Percent of residents living below poverty in target area:	28
Estimated number of pet cats in target area (human population divided by 3.3):	12818
Estimated number of pet dogs in target area (human population divided by 4.0):	10575
Estimated number of feral cats in target area (human population divided by 6.0):	7050
Number of cats admitted to animal control shelters in the target area last year (if known)	1924
Number of dogs admitted to animal control shelters in the target area last year (if known)	2877
Number of cats euthanized in animal control shelters in the target area last year (if known)	241
Number of dogs euthanized in animal control shelters in the target area last year (if known)	389
Please explain if you believe your target area animal population is significantly different than above.	
The target area was used to provide the data above using the City Data.com site to identify demographics of blocks within the five zip codes that have the highest in-take and euthanasia rates of animals at the County Shelter.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:	
Unplanned litters and a large number of animals picked up as stray that are never claimed and are not micro-chipped or wearing a tag.	
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?	
Residents of the targeted area may not have transportation or funds to seek traditional veterinary services or be aware of services that are available to them. Low income grant funding is insufficient for the need in these communities as evidenced by the fact that our clinic runs out of funding and must tell people to wait until October if we do not have another grant available. Language is also a barrier and that is why we made sure our grant-funded Community Outreach Coordinator is bilingual in Spanish.	
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.

N/A

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

N/A

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

N/A

Estimated number of cats in the target colony area : 0

Estimated number that are currently sterilized: 0

Projected reduction after utilizing the grant: 0

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

n/a

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:

N/A

(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:

n/a

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

n/a

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

n/a

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.

n/a

Objectives

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

We hope to accomplish a reduction in the in-take of animals from the targeted area and a coinciding decrease in euthanasia of

animals from the targeted area. Our Community Outreach Program has the tools and resources to effectively reach and motivate the targeted community residents to act on behalf of their animals' welfare, but we will not have enough funding for the required procedures without additional funding. Our objective is to decrease in-take from the targeted area by 5% in the first year. We have funding for Pit Bull type dogs in the targeted area and \$11,000 left in our Manatee Low –income grant that will be gone by July. We have \$10,000 for Spay/Neuter in the Community Outreach Grant we received but and will need to augment that funding to meet the anticipated demand. We are seeking funding to perform an additional 200 surgeries during the period when our low-income funding traditionally runs out.

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

In July we will be moving into our newly renovated and expanded Spay/Neuter Clinic next door. Our baseline for surgery will increase as we move towards doubling our spay/neuter capacity. We anticipate no difficulties in being able to perform the additional surgeries in addition to what has been our traditional baseline.

Methods

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

We will use the same criteria we use for the funding provided from the Manatee Low Income grant so it is easy for our staff and the residents. Any resident of target area that is on a form of government assistance or if their income is at or below the standard for poverty will qualify. They will need to have some form of ID to show that live within the targeted area.

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

The Community Outreach Coordinator will use several methods in addition to door to door outreach campaigns in targeted neighborhoods that will generate a good deal of word of mouth. He will work with neighborhood leaders to help disseminate information in churches, schools and community centers. He will use Spanish Language newspapers and radio opportunities, and social media. We will use signage at community events such as free vaccine clinics – four our scheduled in the first year.

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

The Community Outreach Coordinator is bilingual and it has already proven to be drawing in more Spanish–speaking clients from surrounding neighborhoods. He will be recruiting a volunteer base from within the target community that will help bridge cultural barriers. Our facility is located in the target area so transportation is not difficult and we can assist those who need transportation with our Humane Society van.

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 do from time to time transport animals for clients to our clinic who cannot provided their own transportation. We have a large wrapped van that is easily identifiable as the Humane Society. We transport animals in crates in the air-condition van. We have a statement of liability that must be signed by the owner. Our staff members are trained in the proper procedures to transport animals.

Veterinary Services

Objectives

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

Our full-time veterinarian will perform the surgeries. We also have employed additional relief veterinarians as we have expanded our schedule to include several Saturdays. We will be adding additional staff once our newly expanded clinic is finished.

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

Veterinary Practices

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
Range for Male Cats	\$0.00	\$55.00	\$55.00
Range for Female Cats	\$0.00	\$55.00	\$55.00
Range for Male Dogs	\$0.00	\$55.00	\$55.00
Range for Female Dogs	\$0.00	\$55.00	\$55.00

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?
Examination	<input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabies Vaccination if Due	<input type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
Other Vaccination if Due	<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
Pain Medication	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Testing	<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
Licensing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$20.00
Ear tipping	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other	<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:

The information given above is for our regular clients but for this specific funding if granted we will provide a Rabies Vaccine and microchip at no cost if the client is not able to pay. The price listed spay/neuter surgery is the same amount that we receive for the Manatee Low income grant.

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
Animal Network	This organization agreed in the Community Outreach Grant to provide assistance with outreach events such as free vaccine clinics and to provide an incentive to pet owners who complete the spay/neuter surgery in the form of a \$10 Walmart gift card.
Gulf Shore Animal League	This is our local TNR partner organization and they have agreed to help disseminate information when in the target area doing trapping and releasing of cats. They have agreed to use some of their resources to address feral cats in the targeted area.
Manatee County Animal Services	This is our local County Animal Services and Shelter. They have agreed to help disseminate information through the road officers and when people come in to redeem their pets. They are also the organization that will provide in-take and euthanasia data to chart the progress of the grant.
Nate's Honor Animal Rescue	This partner shelter organization agreed to provide in the Community Outreach Grant the ability to take offspring of pets in target area into their adoption program if the residents agree to have their pets spayed or neutered. They also agreed to provide a place for pets to have temporary housing if during the outreach it is discovered that domestic violence is present and a resident is afraid to leave the home and leave their pet behind.

Other Information

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

This program request will add needed funding to our multi-faceted approach to help stem the influx of animals entering the County Shelter from the targeted area by addressing the needs of the people most likely to turn in their pets or have them picked up by Animal Services. The ability to provide increased funding for spay/neuter services to low-income, underserved neighborhoods that have 20% or greater of the population at or below poverty level is critical. We have identified in the five zip codes the target neighborhoods that are part of a strategic community effort to help people, help their pets and keep them for the life of the pet. **Earlier in this grant application it asks to briefly describe your animal programs but it does not allow anything to be written there and does not provide the dropdown menu as it has on the grant worksheet. Here is a our description of programs: Stray/Lost pet in-take; Owner surrender; Lost and Found program; Adoption Program; Foster Program; Food Bank; Wellness services; Volunteer program; High-Volume Spay/Neuter Clinic. Thank you for collecting funds for this important purpose and for the opportunity to apply.

Budget

Total number of sterilization surgeries projected:

Cats: 100 **Dogs:** 100

Total budget requested (Budget should not exceed \$25,000): \$11,000.00

Average cost/surgery projected: \$55.00

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

We will provide a free Rabies vaccines and microchip if the client is not able to pay for it. We will encourage Heartworm testing at \$15 and low-cost heartworm prevention.

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

We will provide a free Rabies vaccines and microchip if the client is not able to pay for it. We will encourage Heartworm testing at \$15 and low-cost heartworm prevention.

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

In our Community Outreach Program grant we have \$10,000 for cat or dog Spay/Neuter surgery and funding to provide some

free vaccines and microchips. We also have a targeted Pit Bull grant with approximately \$15,000 left for that type of dog which also includes a free Rabies and microchip. We have \$11,000 left of Manatee County Low Income grant money which will be gone by the end of June. We are requesting this funding to cover the low-income residents' need for services from August through the fall when we anticipate more funding from other sources will be available.

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

30%

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: 08/17/15/ **Projected end date:** 06/30/16

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.**

The Community Outreach grant that is providing for the Community Outreach Coordinator and \$10,000 for spay/neuter surgery and some additional funds for vaccines and microchips is a renewable grant for three years. We hope to be able to show the progress anticipated for the first year and attract more funding to cover more surgeries each year. The Manatee Low Income funding has not been increased since 2006 and a comprehensive Shelter Assessment commissioned by Manatee County Government listed one of the most important components to improving the County's shelter operation overall is increased emphasis on spay/neuter. It is hoped that they will take this information to heart and increase the funding made available for low-income residents to use our high-volume facility. We will continue to seek any other sources of funding for low-income residents and targeted breeds that are over represented in the County Shelter.

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 promote the Florida Animal Friend Spay/Neuter License Plate in our Clinic and Shelter lobbies, at all off-site events, and in our social media. Members of our board of directors and several staff member have the license plate and promote it by example.