

Grant ID: 1483

Title of Proposal: SNIP (Spay-Neuter Initiative of Pensacola)

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: Humane Society of Pensacola, Inc.

Application Information

Demographics

Name of Applicant Agency: Humane Society of Pensacola, Inc

Website Address: pensacolahumane.org

Person Submitting Proposal: Sarah Humlie

Position: Executive Director

Agency Head: Sarah Humlie

Agency Head Email: director@pensacolahumane.org

Organization Business Address: 5 N Q Street

City: Pensacola

State: FL

Zip: 32505

Phone (xxx-xxx-xxxx): 850-432-4250

Fax:

Cell:

Email Address: director@pensacolahumane.org

Agency Details

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

Organization Income in Last Fiscal Year: \$768,332.00

Organization Expenses in Last Fiscal Year: \$490,191.00

Number of Paid Employees: Full Time: 5 Part Time: 6

Number of Active Volunteers: 100

Total Volunteer Hours per Week: 100.00

How did you learn of the 2009 Florida Animal Friend grant competition? previous winner

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

Previous Florida Animal Friend Applications: Years Funded: 2013 Year(s) denied/incomplete: n/a

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
Barbara sawyer	Secretary	850-969-9126	Retired	bjhtsawyer1@yahoo.com
Ceil Reese	Treasurer	850-380-1380	Human Resources	ceil.reese@mariannaairmotive.com
Eloise Devarona	member	850-450-8958	retired	palavas@aol.com
Jessica Scholl	member	205-454-6894	Attorney	jscholl@cphlaw.com
Joshua Carter	Chair	850-687-2234	Accountant	jmc84@students.uwf.edu
Mike Viola	member	850-232-6333	Hospital administration	mike.viola@bhcpns.org
Paul Silivos	Vice Chair	850-393-4567	Event Planner	pgsilivos@gmail.com
Sandra Porras	member	850-572-0583	School Administrator	sgporras@gmail.com
Shirley Brougham	past Chair	850-516-3952	retired media consultant	shirleybrougham@yahoo.com
Skip Vogelsang	Member	850-393-4567	retired non-profit executive	lbv3rd@gmail.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

425 cats and 512 dogs were admitted.

378 cats and 500 dogs were adopted.

8 cats and 4 dogs were euthanized.

302 cats and 333 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.

The Humane Society is currently constructing a high-volume, low-cost spay and neuter clinic that will open to the public on May 4, 2015. The clinic's veterinary surgeon has 23 years experience and she will be supported by techs and veterinary assistants with over 10 years combined experience in veterinary surgical practice. The clinic director holds an AA in Business Administration, a BBA in Business Administration, and has over 5 years experience in professional animal care. The Humane Society's Executive Director, Sarah Humlie, will oversee all clinic operations and she has 7 years of successful non-profit management experience. The 70-year old organization is supported by a 10-person Board of Directors that has a variety and depth of business experience, including an attorney, two accountants, an HR professional, and a retired non-profit executive with 30 years program experience. In 2013, the Humane Society successfully administered an FAF grant despite challenges and obstacles caused by staff turnover at Escambia County Animal Shelter (the program through which surgeries were performed) and program stoppages at Escambia County Animal Shelter.

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?

Currently, our shelter pets are sterilized through funds raised from public donations. In May 2015, we are opening a high volume, low-cost spay and neuter clinic that will provide affordable spay/neuter surgery to the public for a fee: dog spay \$75, dog neuter \$65, cat spay \$45, cat neuter \$40, feral cat \$35. For families with extremely limited resources, even our low-cost fees may be out of reach without additional subsidizing. We would like additional resources to be able to offer low-income pet owners a community resource that makes spaying their pets affordable.

Target Population

Geographical target area (name of city, county, etc.):	Escambia County and Santa Rosa County
Total human population in target area:	466913
Percent of residents living below poverty in target area:	30.4
Estimated number of pet cats in target area (human population divided by 3.3):	141489
Estimated number of pet dogs in target area (human population divided by 4.0):	116729
Estimated number of feral cats in target area (human population divided by 6.0):	77819
Number of cats admitted to animal control shelters in the target area last year (if known)	4584
Number of dogs admitted to animal control shelters in the target area last year (if known)	3941
Number of cats euthanized in animal control shelters in the target area last year (if known)	3222
Number of dogs euthanized in animal control shelters in the target area last year (if known)	1261
<p>Please explain if you believe your target area animal population is significantly different than above. The number above of animals admitted and euthanized only reflects the animals at Escambia County Animal Services. The request for shelter statistics from Santa Rosa County Shelter was not answered by time of application. The number of animals admitted and euthanized in Santa Rosa in 2013 was approximately 7,000 dogs and cats, making the 2014 estimates for both counties much higher than the numbers stated above by several thousand.</p>	
<p>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: Nationally, there is a statistic that un-neutered and un-spayed pets of low-income pet owners contribute to 85% of the unwanted pet population in communities. The Humane Society believes this likely applies to Escambia and Santa Rosa County as well. These animals are more likely to escape yards and enclosures to roam the neighborhoods in search of mates; many of these animals may never make it back to their owners and end up in shelters as strays. Females in heat are more likely to produce unwanted litters that are abandoned or surrendered to shelters as unwanted litters. A lack of affordable and accessible spay/neuter services in this two county area contribute to low and middle-income pet owners' inability to spay their pets.</p>	
<p>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? Escambia County and Santa Rosa County lack accessible and affordable spay and neuter resources to help low and middle-income pet owners prevent unwanted litters in their pets; private veterinarians are the only option, and their prices for spay/neuter surgery range anywhere from \$130 to over \$500 for services rendered, according to a 2013 community survey of 35 local veterinarian offices. They often require office fees, a host of vaccinations, and sometimes overnight hospitalization as part of the procedure. The nearest low-cost surgery practice is over 70 miles away in Mobile, AL, making it impractical for many pet owners. Escambia County Animal Shelter used to have an income-based spay/neuter assistance program, but that program has not operated for two years, and there are currently no plans to reinstate the program.</p>	
<p>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:</p> <p><input checked="" type="checkbox"/> Pets in low-income families <input type="checkbox"/> Pit Bull / large breed dogs <input type="checkbox"/> TNR managed colonies of feral cats <input type="checkbox"/> Community cats (free-roaming and/or owned) <input type="checkbox"/> Other</p>	

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? No

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)?

The Humane Society hopes to subsidize the surgery of approximately 500 pets of low-income owners who would otherwise not be able to afford sterilization for their pets. Using our low-cost spay and neuter clinic, we would use grant funds to allow qualified low-income pet owners to spay or neuter their pets for \$5 per pet. Pet owners will pay \$5 toward the surgery, and the FAF grant will pay: \$70 dog spay, \$60 dog neuter, \$40 cat spay and \$35 cat neuter. This will enable us to spay at least 115 dogs and 200 cats, and neuter at least 75 dogs and 126 cats. Ultimately, we hope to decrease the number of unwanted and stray animals entering the shelter by making spay and neuter more affordable and accessible to the population prone to contribute to the shelter population. We anticipate seeing a 5% reduction in shelter intake and at least a 5% reduction in shelter euthanasia by September 2016.

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

By qualifying pet owner's whose household income falls below \$35,000 per year, we are targeting a demographic who could not reasonably afford spay and neuter fees and likely would not otherwise be able to have their pet altered. This will increase the number of sterilizations by at least 500. We will qualify individuals using a current (within 60 days) utility bill with their name and a service address located in Santa Rosa or Escambia County, a current photo ID, and proof of income-based need. Income based need will be determined by a) their participation in a government program such as SSI, SSID, SNAP, WIC, TANF, a current unemployment benefits letter, or b) 2014 W-2 showing yearly gross income of less than \$35,000, or c) a current (within 60 days) pay stub showing the amount of pay that, when annualized, amounts to less than \$35,000.

Methods

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

We will qualify individuals using a current (within 60 days) utility bill with their name and a service address located in Santa Rosa or Escambia County, a current photo ID, and proof of income-based need. Income based need will be determined by a) their participation in a government program such as SSI, SSID, SNAP, WIC, TANF, unemployment benefits, or b) 2014 W-2 showing yearly gross income of less than \$35,000, or c) current (within 60 days) pay stub showing amount of pay that, when annualized, amounts to less than \$35,000.

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

Currently, the Humane Society frequently gets called by low-income individuals seeking information about "voucher programs" for spay and neuter surgery or free programs. Upon receipt of the grant, we will immediately begin informing this population of the \$5 option for qualified pet-owners in Escambia and Santa Rosa County. We will provide information to area shelters and rescue groups about our program to help us advertise the program and refer interested/qualified individuals. We will advertise the program on our website and recorded phone messages. We will place flyers in local thrift stores, grocery stores, and churches in or near target zip codes that are known to have higher concentrations of low-income inhabitants, such as the Warrington neighborhood, Westside Pensacola, Brownsville, and Ensley. In Santa Rosa County, we will focus on areas of Milton and other low-income and rural areas. We will utilize our relationships with media outlets such as WEAR channel 3, the Pensacola News Journal, and the Navarre Press to advertise the program through press releases and news stories. We will run public service announcements on the local country station. Finally, we will utilize our extensive social media reach to advertise the program and rely on our over 5,000 fans to help us spread the word to our target demographic.

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

By using a variety of platforms to advertise the program, such as radio ads, phone referrals from shelters and rescue groups, and engaging local community resources such as church groups, we expect to overcome barriers of illiteracy and other cultural hurdles. The reception staff at the low-cost spay and neuter clinic will be trained to work with clients from culturally and racially diverse backgrounds. In these two counties, African Americans make up the largest minority (23%) followed by Hispanics or Latinos (5%). We can translate flyers into Spanish for predominately Hispanic enclaves, and engage African American leadership in helping us spread the word to these cultural groups. Our Spay and Neuter Clinic is on a public transportation route to help individuals with smaller pets to utilize our program and overcome transportation challenges.

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.

No.

Veterinary Services

Objectives

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

We will utilize the services of the full-time veterinarian employed by the Humane Society's low-cost Spay and Neuter Clinic.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
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**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	<input type="text" value="\$5.00"/>	<input type="text" value="\$35.00"/>	<input type="text" value="\$40.00"/>
Range for Female Cats	<input type="text" value="\$5.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$45.00"/>
Range for Male Dogs	<input type="text" value="\$5.00"/>	<input type="text" value="\$60.00"/>	<input type="text" value="\$65.00"/>
Range for Female Dogs	<input type="text" value="\$5.00"/>	<input type="text" value="\$70.00"/>	<input type="text" value="\$75.00"/>

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 checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabies 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 <input type="text" value="\$10.00"/>
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 <input type="text" value="\$10.00"/>
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 checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$5.00"/>
Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$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 <input type="text" value="\$11.00"/>
Ear tipping	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" 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 client will pay \$5 and their pet will receive surgery and pain medication. Additional vaccines and services are available at the time of surgery, but are optional to the client for additional fees.

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
Emerald Coast Animal Allies	Phone referral to the program for interested/qualified individuals.
Escambia County Animal Services	Phone referral to the program for interested/qualified individuals.
Junior Humane Society	Phone referral to the program for interested/qualified individuals.
Santa Rosa County Shelter	Phone referral to the program for interested/qualified individuals.

Other Information

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

Pet owners will be qualified by Clinic staff and trained volunteers, upon qualification, an appointment at the Spay and Neuter Clinic will be scheduled for the pet(s). Appointments for all pets will be made on the same day whenever possible to reduce the trips needed for the owner. Qualifying documents will be copied at the time of application and kept on file for the duration of the grant program.

Budget

Total number of sterilization surgeries projected:

Cats: 326 **Dogs:** 190

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

Average cost/surgery projected: \$49.00

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

Any additional expenses will be optional and paid for by the participant. The grant will cover all but \$5 of the cost of surgery (which includes pain medication).

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

Any additional expenses will be optional and paid for by the participant. The grant will cover all but \$5 of the cost of surgery (which includes pain medication).

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

We will seek to continue the availability of the SNIP program through point of sale fundraising and funding from other community based grants. The Humane Society has applied for funding through a local charity called Sunday's Child, seeking funds of \$33,000; we have not yet been awarded the grant. We will also promote "spay it forward" fundraising at point of sale in the low-cost clinic, inviting customers with more means to donate additional dollars on top of their surgery fee to fund surgeries for low-income pet owners.

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

100%

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: 08/03/15/ **Projected end date:** 08/01/16

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 Humane Society will enter into talks with the County government about raising the price of rabies license fees to help subsidize a low-income spay and neuter program for the long term. In the short term, the low-cost Clinic, that will see 35 patients per day, will seek to raise donated funds through the "Spay it Forward" point of sale fundraiser. Clients will be asked to add an additional amount, as little as \$1 or more, to their service total to go toward low-income surgeries. From the success other spay/neuter clinics have seen with similar fundraisers, we anticipate we can raise \$500 - \$2000 per month through this fundraiser. The Humane Society will also seek grants from other local and national organizations to help fund low-income surgeries.

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.**

The sale of the Animal Friend license plate will be promoted at the reception desk of the low-cost spay and neuter clinic, which expects to alter over 6,000 pets every year. We will also promote the license plate through social media posts on Facebook, Instagram, or Twitter at least once a month. Web banners that offer one-click applications for the plate will be on our Clinic and Spay-Neuter Resource web page on pensacolahumane.org. We will run an "ad" for the plate in our twice annual newsletter (circulation 6,000), and send links in our monthly e-newsletters. If awarded the grant, all press related to the SNIP program and grant funding would credit the Florida Animal Friend Spay/Neuter License Plate fund.