

Grant ID: 1495

Title of Proposal: Best Friend Fix

Agency Type: Non-Profit

Total Funding Requested: \$15,000.00

Check Payable To: Humane Society of Vero Beach and Indian River County

Application Information

Demographics

Name of Applicant Agency: Humane Society of Vero Beach and Indian River County

Website Address: www.hsvb.org

Person Submitting Proposal: Janet Winikoff

Position: Director of Education

Agency Head: Chalmers Morse, Executive Director

Agency Head Email: cmorse@hsvb.org

Organization Business Address: 6230 77th St.

City: Vero Beach

State: FL

Zip: 32967

Phone (xxx-xxx-xxxx): 772-388-3331

Fax: 772-388-3981

Cell: 772-633-3097

Email Address: jwinikoff@hsvb.org

Agency Details

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

Organization Income in Last Fiscal Year: \$2,870,804.00

Organization Expenses in Last Fiscal Year: \$3,117,298.00

Number of Paid Employees: Full Time: 34 Part Time: 16

Number of Active Volunteers: 250

Total Volunteer Hours per Week: 1860.00

How did you learn of the 2009 Florida Animal Friend grant competition? Our shelter applied for and received a grant from the Florida Animal Friend program in 2006

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

Previous Florida Animal Friend Applications: Years Funded: 2006 Year(s) denied/incomplete: 2011

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 low-cost community wellness cl

List your current board of directors:

Name	Title	Phone	Occupation	Email
Andy Sowers	Board Member	772-388-3331	Financial Consultant	afsowers@gmail.com
Bill Frates	Board Member	772-388-3331	Attorney	wfrates@gmail.com
Cynthia Haskett	2nd Vice President	772-388-3331	Retired Educator	cynthiawhaskett@aol.com
Dick Pippert	Board Member	772-388-3331	Retired	veropipperts@gmail.com
Fritz Spitzmiller	President	772-388-3331	Retired	fspitzmiller@aol.com
Jill Collinson	Board Member	772-388-3331	Retired	cape1309@aol.com
Maria Whittle	Board Member	772-388-3331	Retired	seasawmaria@me.com
Michelle Servos	3rd Vice President	772-388-3331	Attorney	mservos@verobeachinjurylaw.com
Roger Haines	Board Member	772-388-3331	Retired	rchaines@bellsouth.net
Sam Beach	Vice President	772-388-3331	Financial Advisor	samuel.beachjr@wfadvisors.com
Stacy Katz	Board Member	772-388-3331	Real Estate Agent	stacymillerkatz@gmail.com
Steve Smith	Board Member	772-388-3331	Marketing Manager	SSmith@vnatc.com
Susan Schyler Smith	Board Member	772-388-3331	Interior Designer	sss@spectrumvero.com
Susie Wilber	Board Member	772-388-3331	Business Owner	topdog@thelaughingdoggallery.com
Wendy	Trimarche	772-388-3331	Retired	Lions6872@aol.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

2164 cats and 1632 dogs were admitted.

476 cats and 597 dogs were adopted.

1702 cats and 811 dogs were euthanized.

306 cats and 409 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?

0

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.

Director of Operations Maria Ramirez will be coordinating the "Best Friend Fix" program. Maria, along with the shelter's clinic staff, bi-lingual animal care staff and a select group of volunteers have previously completed other high-volume/high quality sterilization initiatives including several World Spay Day events. Our last World Spay Day successfully sterilized 118 animals over a four day period.

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?

The Humane Society of Vero Beach and Indian River County is currently the only facility in our county with a dedicated clinic and staff offering low-cost/free spay/neuter and services. We currently allocate approximately \$20,000-\$30,000 annually for spay/neuter services that are made available to all county residents. The "Best Friend Fix" grant will allow the Humane Society

to expand upon services and specifically target the areas where we are seeing the greatest need.

Target Population

Geographical target area (name of city, county, etc.):	132960, 32967 and 32948
Total human population in target area:	34,761
Percent of residents living below poverty in target area:	29.4% in Fellsmere and 27% in Gifford
Estimated number of pet cats in target area (human population divided by 3.3):	10534
Estimated number of pet dogs in target area (human population divided by 4.0):	8691
Estimated number of feral cats in target area (human population divided by 6.0):	5794
Number of cats admitted to animal control shelters in the target area last year (if known)	680
Number of dogs admitted to animal control shelters in the target area last year (if known)	622
Number of cats euthanized in animal control shelters in the target area last year (if known)	unknown
Number of dogs euthanized in animal control shelters in the target area last year (if known)	unknown
Please explain if you believe your target area animal population is significantly different than above. We believe these numbers estimated accurately reflect what we are seeing.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: Many individuals in the target areas live below the poverty line. Many others are living paycheck to paycheck. Although these pet parents love their animals, purchasing necessities like pet food comes before spaying and neutering. Lack of other community spay/neuter services, language and cultural barriers all contribute to our local pet overpopulation problem.	
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? We are currently the only spay/neuter provider for the 32948 ZIP code. There are two vets near the Gifford area that can be accessed by residents in the 32967/32960 ZIP codes however they do not provide low-cost services. Our shelter, which falls in the 32967 ZIP code currently provides low-cost spay/neuter as well as free services to residents on public assistance.	
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: <input checked="" type="checkbox"/> Pets in low-income families <input checked="" 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	

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:

Free roaming cats are prohibited.

(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:

None

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

We provide information on keeping cats indoors to protect wildlife.

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

Our shelter provides information and advice on keeping cats indoors.

Will the cats be ear-tipped? No

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.

We do not offer a TNR program however we will sterilize free-roaming cats who are brought to us.

Objectives

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

Our goal is to spay and neuter 500 dogs and cats in the areas where we receive a large number of homeless animals: Fellsmere, Gifford and Gifford's surrounding neighborhoods. These areas are covered by the following ZIP codes: 32948, 32960 and 32967. Our shelter will distribute spay/neuter certificates in these targeted communities every other month. Male and female cats will be sterilized for \$10 and male and female dogs for \$25. We will collect pet parent information and this fee at that time. If the pet parent can show proof of public assistance they will receive a free voucher. We will contact the clients on the following day to immediately schedule sterilization appointments. On the day prior to surgery the pet parent will receive a reminder call. The Humane Society will make arrangements for the animal's transportation to and from the shelter should the pet parent not have a vehicle. This transportation will be done via The Humane Society's Animal CareVan.

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

The "Best Friend Fix" program would allow us to expand our ability to go out into these targeted areas and promote our vouchers. We attempted this for the first time in February at these two locations and distributed approximately 70 vouchers in four hours.

Methods

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

Individuals must show proof of residency in ZIP codes 32948 (Fellsmere), 32960 and 32967 (Gifford and immediate surrounding areas).

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

We are prepared to advertise this project using the following methods: 1. Utilize local print, radio and television media including Spanish language publications such as La Voz. 2. Request help distributing information from our community partners: The Fellsmere Police Department, St. Helen's Headstart, Fellsmere Headstart and the Literacy Council of Indian River County. 3. Provide promotional/informational materials to local churches and social service organizations in Fellsmere and Gifford. 4. Request use of the "Virtual Backpack" by the Indian River County School District. The "Virtual Backpack" sends community information via email to families with school children. 5. Provide materials for county animal control officers.

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

For the last five years the Humane Society of Vero Beach and Indian River County has been regularly working to develop acceptance in Gifford, its surrounding areas and Fellsmere. To combat cultural hurdles we regularly hold low-cost and free vaccination clinics in these areas, canvas neighborhoods offering veterinary services, pet food and supplies. We also provide pick up and delivery service for animals belonging to pet parents without access to transportation. Staff members and shelter volunteers currently working with clients in Fellsmere and Gifford are bilingual and are able to explain the benefits of spaying and neutering as well as all other available shelter services. We also enlist the help of Humane Society supporters who live in these communities. All of these efforts have allowed us to gain greater community trust.

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.

Our Humane Society has its own air conditioned animal transport vehicle and staff involved in picking up and delivering animals are all trained members of our animal care team who are trained to handle unfamiliar and fractious animals. All pet parents sign a shelter and medical release form prior to our Humane Society transporting the animal or providing services.

Veterinary Services

Objectives

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

The Humane Society of Vero Beach and Indian River County has contracted with three veterinarians to perform spay/neuter surgeries and wellness services.

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	<input type="text" value="\$10.00"/>	<input type="text" value="\$15.00"/>	<input type="text" value="\$25.00"/>
Range for Female Cats	<input type="text" value="\$10.00"/>	<input type="text" value="\$15.00"/>	<input type="text" value="\$25.00"/>
Range for Male Dogs	<input type="text" value="\$25.00"/>	<input type="text" value="\$15.00"/>	<input type="text" value="\$40.00"/>

Range for Female Dogs

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 Required Optional Not Available

 No Yes

Rabies Vaccination if Due Required Optional Not Available

 No Yes

Other Vaccination if Due Required Optional Not Available

 No Yes
Pain Medication Required Optional Not Available

 No Yes

Parasite Medication Required Optional Not Available

 No Yes
Testing Required Optional Not Available

 No Yes
Licensing Required Optional Not Available

 No Yes

Ear tipping Required Optional Not Available

 No Yes

Other Required Optional Not Available

 No Yes
If necessary, please explain the procedures and fees described above:

The Humane Society will perform all services free of charge for any pet parent living in the 32948, 32960 or 32967 zip code showing proof of public assistance (Medicare, disability, etc.). Parasite medication fees are for a one month dose and "other vaccination" is described as bordatella, FVRCP, DHLPP vaccines or similar.

Is this a voucher program? Yes**If so, how will you assure compliance with the program?**

We will obtain client information - name, address, phone number and email and provide follow-up with the client in advance of their pet's scheduled appointment.

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

Based on previous spay/neuter projects, our lead veterinarian can comfortably accomplish up to twenty-two spays and neuters in one day with support from two veterinary technicians.

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

We have the ability to collect all necessary data regarding this spay/neuter effort.

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
Fellsmere	The Fellsmere Police Department helps the Humane Society promote spay/neuter and wellness events by promoting our programs via social media, flyer distribution and word of mouth. The Fellsmere Police

Police Department	promoting our programs via social media, flyer distribution and word of mouth. The Fellsmere Police Department also assists with translating our information into Spanish. The Department would gladly help us with all promotional efforts for this campaign including translations and social media.
Garcia Plaza Bakery	Located in the heart of Fellsmere, Garcia Plaza Bakery is the only community grocer. Due to its central location and popularity in the community Plaza Garcia regularly allows the shelter's Animal Care-i-Van to pick up and drop off animals being transported to the Humane Society for spay/neuter and wellness services. Garcia Plaza Bakery will continue to offer their location as a pick-up/drop-off point and also help to promote and advertise our spay/neuter efforts.
Indian River County Department of Animal Control	Indian River County Department of Animal Control regularly assists The Humane Society by distributing spay/neuter and pet wellness information provided by the shelter to county residents. We could enlist officers to help distribute materials in the appropriate zip codes for this project.
Literacy Council of Indian River County	We currently work with the Literacy Council of Indian River County. This nonprofit helps us to disseminate information to its clients and community members and also allows us to utilize its grounds when we are issuing spay/neuter vouchers. The Literacy Council is willing to help us promote this program in the targeted areas.
St. Helen's Headstart Program	Located in central Gifford, the St. Helen's Headstart Program helps The Humane Society promote spay/neuter and wellness services to its clients and regularly allows the Humane Society to set up spay/neuter voucher and information tables. St. Helen's Headstart will allow us to use their location for promoting this campaign.

Other Information

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

Selecting the best spots that community members can easily access is key. We envision teams of three bi-lingual staff members and volunteers setting up at locations that are easy for residents to access without transportation. We would use these key locations to distribute spay/neuter certificates, answer questions and collect client information and appropriate fees. Staff and volunteers will also pick up and deliver sterilized animals to their families at these locations. We have previously tested this method in the Fellsmere area by making the local grocery store parking lot our primary location for certificate distribution and for picking up and dropping off sterilized animals. This has been extremely successful.

Budget

Total number of sterilization surgeries projected:

Cats: 200 **Dogs:** 300

Total budget requested (Budget should not exceed \$25,000): \$15,000.00

Average cost/surgery projected: \$30.00

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

The Humane Society will cover all costs involving clinic staff salaries and gas/vehicle expenses for transporting of animals to and from the targeted areas. We are asking for local residents in these target areas to pay a small fee for these spay/neuter and wellness services unless they are on public assistance. These costs will help us cover some of our costs for staffing and for transporting animals to and from the shelter. Expenses will also be covered with funds received from our March 2015 fundraiser.

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

The Humane Society will cover all costs involving clinic staff salaries and gas/vehicle expenses for transporting of animals to and from the targeted areas. We are asking for local residents in these target areas to pay a small fee for these spay/neuter and wellness services unless they are on public assistance. These costs will help us cover some of our costs for staffing and for transporting animals to and from the shelter. Expenses will also be covered with funds received from our March 2015 fundraiser.

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

allocation, etc.

Our Humane Society recently held a fundraiser which raised approximately \$19,000 to help with additional costs associated with this program.

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

50%

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: 09/01/15/ **Projected end date:** 08/31/16

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.**

Reducing the number of unwanted animals through spaying and neutering is a priority for The Humane Society therefore we allocate approximately \$20,000-\$30,000 annually in donations, grants and bequests toward this goal. We also conduct several annual fundraisers that allow us to replenish funds. Money collected through our shelter's Animal Wellness Clinic also allows us to maintain low-cost spay/neuter services. Our shelter also has a Foundation tasked with helping the shelter sustain vital animal care and protection services including low-cost spay/neuter for our community's animals.

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 Humane Society will promote the Florida Animal Friend Spay/Neuter License Plate by publishing an article in our Humane Times magazine. This quarterly publication is distributed to approximately 10,000 homes and businesses throughout Indian River County. We will also issue a press release to our print, radio and television partners and promote our grant award on the shelter's website, Facebook page and Twitter account.