

Grant ID: 1642

Title of Proposal: Pinellas TNVR

Agency Type: Non-Profit

Total Funding Requested: \$15,000.00

Check Payable To: MEOW Now, Inc

Application Information

Demographics

Name of Applicant Agency: MEOW Now

Website Address: www.meownowfl.org

Person Submitting Proposal: Cathy Unruh

Position: Board President

Agency Head: Melissa Rivard

Agency Head Email: mrvivard@meownowfl.org

Organization Business Address: 6822 22nd Avenue N #195

State: Florida

City: St. Petersburg

Zip: 33710

Phone (xxx-xxx-xxxx): 727-203-5255

Fax:

Cell:

Email Address: cathy.unruh@tomcatmail.com

Agency Details

Dates of Last Fiscal Year: Begin: 01/01/15 **End:** 12/31/15

Organization Income in Last Fiscal Year: \$78,206.00

Organization Expenses in Last Fiscal Year: \$65,847.00

Number of Paid Employees: Full Time: 1 Part Time: 0

Number of Active Volunteers: 30

Total Volunteer Hours per Week: 90.00

How did you learn of the 2009 Florida Animal Friend grant competition? From our community partners - and from the license plate that many of us use.

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

Previous Florida Animal Friend Applications: Years Funded: 0 Year(s) denied/incomplete: n/a

Describe your agency:

Services Provided

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

Organization Structure:

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

List your current board of directors:

Name	Title	Phone	Occupation	Email
Amanda Audia	Director	(727) 797-7722	Operations Mgr, Humane Society Pinellas	amandaa@humanepinellas.org
Cathy Unruh	President	727-424-5000	Journalist/author	cathy.unruh@tomcatmail.com
Dan Hester	Secretary	(727) 642-3442	Retired banker	dhesterfl@yahoo.com
Marilyn Weaver	Director	(727) 939-2344	Animal Activist (unpaid)	marilynw@tampabay.rr.com
Martha Boden	Vice President	727-586-3591	CEO, SPCA Tampa Bay	mboden@spcatampabay.org
Sarah Brown	Secretary	(917) 608-9237	ED, Manatee County Animal Services	sarahb53@gmail.com

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

0 cats and 0 dogs were admitted.

0 cats and 0 dogs were adopted.

0 cats and 0 dogs were euthanized.

1058 cats and 0 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.**

We are the single organization in Pinellas County charged with "proving" that TNVR works during the 3-year window in which it is legal. We are now in year two, having been self-funded by our board, with the help of external individual donations, during year one. We TNVR cats in targeted and other areas to the extent our resources allow. We employ one Executive Director who works from her home; utilize volunteers, including our board members, to assist with all aspects of the program; work with our partner agencies to secure lowest cost spay/neuter surgeries available.

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 exceeded our goal of 1,500 cats last year and hope to exceed goal in the next two years as well (1,500 in 2016; 2,500 in 2017). We must increase our revenues in order to increase our services. Remaining largely self-funded is not sustainable. We are also increasing our community outreach and requests for donations.

Target Population

Geographical target area (name of city, county, etc.):	Pinellas County
Total human population in target area:	938,098
Percent of residents living below poverty in target area:	15.2
Estimated number of pet cats in target area (human population divided by 3.3):	284273
Estimated number of pet dogs in target area (human population divided by 4.0):	234525
Estimated number of feral cats in target area (human population divided by 6.0):	156350
Number of cats admitted to animal control shelters in the target area last year (if known)	12,165+
Number of dogs admitted to animal control shelters in the target area last year (if known)	8,548+
Number of cats euthanized in animal control shelters in the target area last year	4,969+

(if known) Number of dogs euthanized in animal control shelters in the target area last year (if known)	2,629+
Please explain if you believe your target area animal population is significantly different than above. We do not.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: Failure to spay/neuter Community, free-roaming, feral cats	
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? There are only a handful of low cost spay/neuter providers. Their schedules and surgery capacities are limited. Many county residents are challenged not only financially, but also geographically to use their services (travel time).	
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 type="checkbox"/> Pets in low-income families <input type="checkbox"/> Pit Bull / large breed dogs <input checked="" type="checkbox"/> TNR managed colonies of feral cats <input checked="" 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.

Pinellas County is 608 square miles. While we assist as many cats & caregivers as possible, we also concentrate our work in targeted zip codes for maximum effect. Our current target zip code, 33714: 3.8 square miles Our next target zip code, 33713: 6.55 square miles Possible future zip code, 33755: 5.5 square miles Possible future zip code, 33756: 7.24 square miles

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

Target zip codes are identified by Pinellas County Animal Services as having the highest number of cat-related nuisance calls. Eligibility countywide is determined on a case-by-case basis. There must be a caregiver, the need must be indisputable, and we must have the resources to assist.

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

Initial target zips are an urban mix of residential and commercial. Mobile home parks are prevalent and low-income residents are a substantial percentage of the population. For the estimates below, I will use 33714:

Estimated number of cats in the target colony area : 3800

Estimated number that are currently sterilized: 2000

Projected reduction after utilizing the grant: 600

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

We identify caregivers for all cats TNVR'ed and revisit trapping sites for missed cats and to ascertain ongoing care. We are in our second year of operation with a growing base of dedicated volunteers, foremost among them our founding board. The chief executives of SPCA Tampa Bay and Operations Manager of Humane Society of Pinellas are among our board members. All are committed to the success of the effort, with proven results, so that the ordinance permitting TNVR does not sunset as scheduled

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:

Cats must be on private property, with a caregiver. TNVR'ed cats must be vaccinated against rabies, eartipped, tattooed, and provided

with water and food no less than once a day.

(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:

As mentioned above, we are partnered with SPCA Tampa Bay and Humane Society of Pinellas. After nearly two years of negotiations, Pinellas County Animal Services endorsed our efforts and approved our organization. Pinellas County Commissioners unanimously approved the trial TNVR ordinance, and the County Administrator is a supporter of our work. We do not receive financial assistance, however, from any government entity. It is up to MEOW Now to fully fund the effort.

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

Food and water are provided to the cats in such a way as to not attract wildlife. Community cats may not be released within 150 yards of any park, conservation land, or wildlife area. TNVR also reduces hunting behaviors.

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

TNVR reduces nuisance behaviors such as wandering, yowling, fighting, and spraying. MEOW Now also intervenes in human disputes over cats, which we learn of via either direct contact or referral, including from PCAS.

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.

MEOW Now subscribes to the theory that TNVR is most effective when the cat population is addressed within a targeted area, in order to achieve the greatest reduction in offspring and limit the vacuum effect. Thus we commit the greatest portion of our resources to targets. Metrics of success will include reduction in nuisance calls and intake from target areas. We do not yet have intake numbers but we do know that nuisance calls in our initial target zip, 33714, dropped from 241 in 2014 to 133

Objectives

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

\$15,000 would fund 600 surgeries at our current average cost of \$25 per cat. Our goal for surgeries is 1,500 in 2016 and up to 2,500 in 2017. We exceeded our first year goal of 1,000 surgeries by 58 - and were entirely self-funded, via board members and donations. Going forward, grant monies are essential to increasing our numbers.

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

TNVR was illegal prior to MEOW Now's negotiations that won passage of the trial ordinance. It is self-evident that passage of that ordinance allowing MEOW Now to commence operations has increased the number of sterilization surgeries. And as noted above, we hope to continue to increase them every year.

Methods

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

Community cats must have an identified caregiver, both within a target zip and elsewhere.

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

We advertise via social media, website, and occasional coverage in traditional news media. Word of mouth brings us a tremendous number of referrals and requests. We personally scout for cats in the field, identify and talk with caregivers. We table at certain community events and talk to community groups. We will soon launch a trial run of the USPS Every Door Direct Mail program in our initial target zip 33714, in an effort to further pinpoint locations of cats.

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

MEOW Now traps and transports for persons who are unable to do it themselves, which is the majority of our client base in target zips. Our people in the field come from various professional backgrounds (politician, banker, journalist, retailer, pharmacist, etc.) that have exposed them to diverse cultures and languages. All communication can be done verbally if illiteracy is an issue.

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.

MEOW Now carries liability insurance with auto rider. Volunteers may use their own vehicles if suitable; MEOW Now has a Jeep,

access to the SPCA Tampa Bay van, and will soon take delivery of a donated Chevy Astro van. All cats are confined to covered traps during transport (and during all phases of handling other than surgery). Volunteers receive training in the classroom and the field, as well as MEOW Now's printed TNVR protocol, which covers everything from withholding of food to post-op care and return to field. Every volunteer signs a waiver of liability and agreement.

Veterinary Services

Objectives

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

Our partner agencies, SPCA Tampa Bay and Humane Society of Pinellas perform surgeries, as does Operation SNIP. All of these agencies are within Pinellas County. When necessary, we have surgeries available to us outside the county, via Humane Society of Tampa Bay in Hillsborough; Animal Coalition of Tampa; and Pasco Animal Welfare Society. In April, we plan a trial spay day at Hillsborough Community College, courtesy of the vet tech program.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Humane Society of Pinellas	3040 State Road 590	Clearwater	FL	33759	727-797-7722	<input checked="" type="checkbox"/>
Operation: SNIP	13489 Walsingham Road	Largo	FL	33774	727-595-1983	<input type="checkbox"/>
SPCA Tampa Bay	9099 130th Avenue	Largo	FL	33773	727-586-3591	<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
Range for Male Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$25.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$25.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
Range for Female Dogs	<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?
Examination	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabies Vaccination if Due	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other Vaccination if Due	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input type="radio"/> Required <input checked="" 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 type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Licensing	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> 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 range of cost for surgeries is \$14 - \$40,irrespective of gender, depending on providers; thus our average cost is \$25. Rabies vaccination is mandated by ordinance and will be paid out of the MEOW Now general fund. Clients are never charged for our services, although donations are always requested and gratefully accepted. It is rare to receive donations in our target zip.

Is this a voucher program? Yes

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

Not a voucher program.

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

Not a voucher program.

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

Not a voucher program.

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
Humane Society of Pinellas	Operations manager is on our board; surgeries are performed at HSP.
Operation: SNIP	Provides low cost surgeries.
Pinellas County Animal Services	Referrals are made to MEOW Now; pertinent records are shared.
SPCA Tampa Bay	CEO is on our board; surgeries are performed at SPCA.

Other Information

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

We must continue to grow our volunteer base as well as our funds in order to achieve our goals. We are doing this through various recruitment programs. We have only one paid staff person but would hire a second (probably part-time) if the budget grows to allow it. Currently, three of our board members work nearly fulltime (sometimes more) to ensure the success of TNVR in Pinellas County.

Budget

Total number of sterilization surgeries projected:

Cats: 600 **Dogs:** 0

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

Average cost/surgery projected: \$25.00

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

Rabies vaccine, mandatory by ordinance, would be paid via the MEOW Now general fund. Eartipping and tattoo are free of charge from providers.

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

Rabies vaccine, mandatory by ordinance, would be paid via the MEOOW Now general fund. Eartipping and tattoo are free of charge from providers.

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

MEOOW Now has thus far been largely funded by its founding board members. This year we received our first grant. We continue to solicit donations and brainstorm ways to reach more donors in order to reach our goals of 1,500 cats in 2016 and 2,500 cats in 2017. The Animal Friends grant money would help fund surgeries in both years. Our entire budget supports TNVR in all its aspects (trapping, transporting, educating, etc.), but for purposes of the question to follow, I will use percentage of surgeries only.

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: 08/15/16/ **Projected end date:** 08/01/17

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.**

Funding sources: Board members Community donations Client donations Grants Fundraising Events

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 would announce via news release to our media list; on social media; on website; and in our newsletter.