Grant ID: 1669

Title of Proposal: Snip A.B.C. (All Bullies and Chihuahuas)

Agency Type: Non-Profit

Total Funding Requested: $25,000.00

Check Payable To: Project PetSnip, Inc.

Application Information

Demographics

Name of Applicant Agency:	Project PetSnip, Inc.	**Website Address:**	www.projectpetsnip.org
Person Submitting Proposal:	Marc Kramer, DVM	**Position:**	Chief Veterinarian & President
Agency Head:	Marc Kramer, DVM	**Agency Head Email:**	petsnipvet@gmail.com
Organization Business Address:	14790 SW 88 St. #866	**City:**	Miami
State:	FL	**Zip:**	33196
Phone (xxx-xxx-xxxx):	305-387-0721	**Fax:**	305-387-0721
Cell:	305-215-2232	**Email Address:**	petsnipvet@gmail.com

Agency Details

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

Organization Income in Last Fiscal Year: $161,539.00

Organization Expenses in Last Fiscal Year: $161,539.00

Number of Paid Employees: Full Time: 2 Part Time: 1

Number of Active Volunteers: 15

Total Volunteer Hours per Week: 50.00

How did you learn of the 2009 Florida Animal Friend grant competition? Our chief veterinarian has been the spay/neuter provider for Florida Animal Friend grants awarded to other organizations.

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

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

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
Charelle Burgess	Officer	305-608-4026	Teacher	jumpgirl1@bellsouth.net
Eliana Ardila	Vice-President	305-387-0721	Executive Director	petsnip@gmail.com
Jill Gerlach	Officer	305-984-5642	Artist	jilgerlach@gmail.com
Marc Kramer, DVM	President	305-387-0721	Veterinarian	petsnipvet@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.

471 cats and **733** 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?
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.
We have been running a free and low cost spay and neuter program under the name Project PetSnip since 2013. The project was run from 2013-2015 under the sole proprietorship business of our chief veterinarian and surgeon, Dr. Marc Kramer. Project PetSnip applied for 501c3 and non-profit status in 2015 and we received our IRS determination letter in December 2015. We officially began operating as a non-profit on 1/1/2016, so our fiscal income/expenses for 2015 is for Project PetSnip under Dr. Kramer's sole proprietorship. For 2016, Project PetSnip is officially a not-for-profit 501(c)(3) organization and operating under its own independent budget. Dr. Kramer has specialized in high-volume spay and neuter surgery since 2006 and annually sterilizes 3,000-5,000 pets. He has been a past surgical provider for numerous Florida Animal Friend grants awarded to other organizations including The Cat Network, Miami-Dade Animal Services, Humane Society of Greater Miami, South Florida Veterinary Foundation, and This Is The Dog. In 2014, Project PetSnip sterilized 550 pets and in 2015 we more than doubled our capacity and sterilized over 1,300 animals (includes not only dogs and cats but also rabbits and other species likely to be surrendered to shelters). Our executive director, Eliana Ardila, is also our lead vet technician and receptionist that directly interacts with the public. She is a passionate advocate for improving animal lives and has been a vet technician since 2000. She is bilingual, experienced, outgoing, a great networker, and has boundless energy when it comes to spay and neuter. Together, working with Project PetSnip, Dr. Kramer and Eliana always keep the well-being of the animals at the forefront, using the safest and most current techniques, drugs, and protocols. Their combined talents and abilities are synergistic which allows them to excel in the field of spay and neuter. Since 2006, together they have spayed and neutered over 30,000 pets, including dogs, cats, rabbits, pot-bellied pigs, and many other species (as a sole proprietor and contract veterinarian for Miami-Dade Animal Services, Humane Society of Greater Miami, The Cat Network, and several other national and international spay/neuter organizations.)

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?
One of our primary current funding sources is a Miami-Dade County subsidized low-income-qualified spay/neuter program in partnership with the South Florida Veterinary Foundation. We are the leading provider through this program; however, it only covers spay/neuter for pet owners suffering from extreme poverty. There are still many disadvantaged or needy pet owners as well as overwhelmed animal rescues that do not meet the eligibility requirements for the county's low-income qualification and so are denied the spay/neuter access that they critically need. This aforementioned County grant also covers free sterilization of stray cats, so we do not need additional financial help with cats. However, we find there is a gap where some dog owners do not qualify under extreme low-income but still cannot afford a full-service private veterinary practice and so are denied affordable access in their areas. Our Miami-Dade Animal Services animal intake is between 29,000 and 36,000 animals per year, and despite increased save rates, the intake numbers have not yet seen a clear decrease. By targeting our grant proposal to bully breeds and chihuahuas, we are honing our efforts on dog breeds most commonly encountered in South Florida animal shelters, and can help fill in some of the critical gaps in spay/neuter services -- both in economic classes and also geographically (as we are mobile).

Target Population

Geographical target area (name of city, county, etc.):	Miami-Dade County
Total human population in target area:	2,662,874
Percent of residents living below poverty in target area:	20.4%
Estimated number of pet cats in target area (human population divided by 3.3):	806932
Estimated number of pet dogs in target area (human population divided by 4.0):	665719
Estimated number of feral cats in target area (human population divided by 6.0):	443813
Number of cats admitted to animal control shelters in the target area last year (if known)	10329
Number of dogs admitted to animal control shelters in the target area last year (if known)	18766
Number of cats euthanized in animal control shelters in the target area last year (if known)	756
Number of dogs euthanized in animal control shelters in the target area last year (if known)	1765

Please explain if you believe your target area animal population is significantly different than above.
Our proposal is targeting the highest at-risk dog breeds most commonly found in Miami-area animal shelters. We are targeting spay/neuter for "bully" breeds and chihuahua-type dogs, which are a subset of the above listed total dog population. We estimate that the dog breeds that fall under this wide umbrella comprise approximately 30%-40% of shelter intake in Miami and 25% of the overall dog population.

Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:
 Pet overpopulation is widespread throughout Miami-Dade County. Even with a County Animal Services Department and two Humane Society facilities, there are still not enough low-cost spay neuter resources to cover the needs of the entire county over its >2000 square miles (larger than the states of Rhode Island and Delaware) and its population of 2.7 million people. We know of low-income communities that have well-documented higher rates of stray and surrendered animals to Miami-Dade County Animal Services. Agricultural areas in the south part of the County are biased towards large breed dogs which have larger litters of puppies and those puppies are harder to place in permanent homes. Overall, there is a general lack of education on the importance of spay/neuter.

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?
Miami-Dade County's primary low-cost spay/neuter providers are Miami-Dade Animal Services and the Humane Society of Greater Miami. Between these entities, there is one primary shelter facility in Medley, a smaller part-time satellite clinic in Homestead, a spay/neuter trailer in Cutler Bay and a shelter/clinic in North Miami Beach. These facilities are typically at full surgical capacity and each one is separated by 20 miles with a large area of the County and its population still underserved. A county-subsidized low-income-qualified spay/neuter program is also in existence (which we utilize), but it only covers people suffering from extreme poverty. There are still many disadvantaged or needy pet owners as well as rescues that do not meet the eligibility requirements for the county's low-income qualification and so are denied the spay/neuter access that they need. Based on the last 5 years of shelter data at Miami-Dade Animal Services, overall shelter intake has not seen a decrease (though save rate percentage has fortunately improved), which also supports the need for additional spay/neuter in this community.

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**   Highest at-risk dog breeds (Bullies & Chihuahuas)

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?
No

Please explain what is allowed:

(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? 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.
N/A

Objectives

What do you hope to accomplish with these funds (objectives should be specific and quantifiable)?
The primary objective of Project PetSnip is to provide effective, affordable, and accessible spay and neuter services to pets of the underprivileged and to stray and rescued animals in Miami. Much of our current funding for spay/neuter services hails from a County-subsidized low-income-qualified program. The specific rules laid out by this government-funded program impose a number of challenging restrictions (i.e., eligibility only for residents of extreme poverty that present a full set of current benefits paperwork, a maximum of 4 pets per household, etc). We also presently have a free spay/neuter program for community cats and do not require financial assistance with cats. However, we find there is a gap where those that do not qualify under extreme low-income but still cannot afford a full-service private veterinary practice are denied affordable access in their areas. We will offer our specific at-risk dog breed targeted services on a $20 co-payment basis to fill in the gaps that our current grants do not cover. This will lower our average cost required by this grant to approximately $97.50 per dog; with a $25,000 grant this would allow us to sterilize an additional 256 dogs that would otherwise fall through the cracks and not get sterilized. By targeting our objective to bully breeds and chihuahuas, we are honing our efforts on dog breeds most commonly encountered in South Florida animal shelters.

How does this program increase the number of sterilization surgeries above the existing baseline?
In 2015 we performed 1,317 spay/neuter surgeries (includes dogs, cats, and rabbits). With an additional 250+ surgeries funded by this grant proposal, we can increase our baseline approximately 20% over last year.

Methods

What criteria will you use to determine eligibility for your program?
When making appointments via phone or email, we will inquire about the dog's breed to insure qualification for the at-risk breed-targeted proposal. We can also examine photos through email if deemed necessary. The presenter of the animal must also be a resident of Miami-Dade County (verified by Driver License or equivalent identification presented at time of surgery). Additionally, on the day of surgery dogs will be checked by the lead vet technician or veterinarian to verify breed eligibility. Any bully/chihuahua breed from an owner that qualifies under our existing low-income program will be directed toward that grant program instead, so we can conserve funds and maximize the number of animals sterilized through Florida Animal Friend funds.

How will you advertise the program? Explain how the advertising will reach the target audience.
Social media is one of our most successful ways of advertising and we work with volunteer graphics designers to help us build attractive flyers to post on Facebook and Instagram (we have 2500-3000 followers). We maintain a good relationship and an e-mail distribution list of all the animal rescue organizations in Miami and we will forward flyers and request their assistance with spreading the word. Additionally, we are in close touch with the head of the Miami-Dade County library system who helps us distribute flyers to 50 individual library branches all over the County. (Note: many library users are financially disadvantaged and often have pets needing sterilization). Finally, we have contacts with the Community Newspapers which places free ads for us in their local papers. We also network with Miami-Dade Animal Services, Humane Society of Greater Miami, and the South Florida Veterinary Foundation, who can help share information about our program.

How will you address barriers to full use of the program such as transportation, illiteracy, and cultural hurdles?
If a problem with pet transportation arises, we have partnering relationships with several rescue organizations and individual volunteers that can help transport dogs. Our reception staff is bilingual and multicultural and we can address clients in both English and Spanish and understand various customs and cultural challenges. Additionally, we host periodic outreach events where we can directly interact with those that can't read.

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.
Generally speaking, no. However, we can make transportation arrangements for a client if needed. Transports are typically done through our staff or partner animal rescue organizations which are required have their own general liability insurance.

Veterinary Services

Objectives

What arrangements have you made with veterinarians to perform the surgeries?
Dr. Marc Kramer is our in-house chief veterinarian and will be the primary veterinary provider for all surgeries.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Project PetSnip	14790 SW 88 St. #866	Miami	FL	33196	305-387-0721	☑

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	$0.00	$0.00
Range for Female Cats	$0.00	$0.00	$0.00
Range for Male Dogs	$20.00	$75.00	$95.00

Range for Female Dogs $20.00 $120.00 $140.00

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	◉ Required ◯ Optional ◯ Not Available	◉ No ◯ Yes
Rabies Vaccination if Due	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $15.00
Other Vaccination if Due	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $15.00
Pain Medication	◉ Required ◯ Optional ◯ Not Available	◉ No ◯ Yes
Parasite Medication	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $15.00
Testing	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $30.00
Licensing	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $32.00
Ear tipping	◯ Required ◯ Optional ◉ Not Available	◉ No ◯ Yes
Other	◯ Required ◉ Optional ◯ Not Available	◯ No ◉ Yes $10.00

If necessary, please explain the procedures and fees described above:
Examination and pain medication are included in the spay/neuter fees listed. Optional services (vaccines, microchipping, rabies tags, etc.) can be provided at a low cost to the person presenting the animal for surgery.

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
1 Lucky Dog Rescue	Dissemination of information about program to public. Pet transport assistance. Presentation of abandoned/stray animals for spay/neuter surgery.
Big Hearts for Big Dogs Rescue	Dissemination of information about program to public, especially in regards to large breed bully type dogs.
Caring About The Strays	Dissemination of information about program to public. Pet transport assistance. Presentation of abandoned/stray animals for spay/neuter surgery.
City of Miami Beach	Help with program announcements through social media, TV, and local papers specifically to Miami Beach communities.

Commissioner Juan Zapata - District 11	Helps with advertisement and dissemination of program information in the Kendall area of Miami.
Community Newspapers	Local community newspapers that provide us with free advertising space in their papers.
Hey Little Sister Design	Graphic designers that volunteer their time and skills to create attractive flyers and promotional material to help us advertise.
Homestead Animal Hospital	One of the veterinary hospitals that host our surgery clinics on Sundays and Thursdays. They also help disseminate information about our program to their clients that can't afford a full-service clinic.
Humane Society of Greater Miami	General support with collaboration on community spay/neuter issues.
Miami Coalition Against Breed Specific Legislation	Dissemination of information about program specifically to their target audience, owners of bully-breed type dogs.
Miami Pet Assistance Coalition	Dissemination of information about program to public. Pet transport assistance. Presentation of abandoned/stray animals for spay/neuter surgery.
Miami-Dade Animal Services	Major collaborator for our low-income subsidized spay/neuter grant and free community cat spay/neuter program. Also provide general support from the county government side.
Miami-Dade Public Library System	Help with distribution of PetSnip program flyers to 50 library branches in Miami-Dade County.
No Paw Left Behind	Dissemination of information about program to public. Pet transport assistance. Presentation of abandoned/stray animals for spay/neuter surgery.
Paws n Claws Medical Center	One of the veterinary hospitals that host our surgery clinics on Sundays. They also help disseminate information about our program.
Pre-vet clubs of University of Miami and Florida International University	Provide pre-vet college students as volunteers to assist our efforts before, after, and during surgery clinics.
South Beach Animal Hospital	One of the veterinary hospitals that host our surgery clinics on Saturdays. They also help disseminate information about our program.
South Florida Animal Rescue Network	Dissemination of information about program to public. Pet transport assistance. Presentation of abandoned/stray animals for spay/neuter surgery.
South Florida Veterinary Foundation	Major collaborator for our low-income subsidized spay/neuter grant. Provides a locator listing for our spay/neuter services on their website and generally promotes our services to the public.
This Is The Dog	Dissemination of information about program to public. Focused in South Dade area (Homestead, Florida City, Redlands). Presentation of abandoned/stray animals for spay/neuter surgery.

Other Information

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

 Project PetSnip is unique in the sense that we are a mobile/MASH style clinic and can offer our services in different regions of Miami-Dade County depending on need. This gives us the flexibility to accommodate at-risk areas on an as-needed basis. If the demand for spay/neuter in a particular area increases, we can direct our efforts and bring our team there; by the same token, if a community has met its spay/neuter goals by other means, we can easily move on and relocate to new areas that require assistance. We are a small but extremely efficient non-profit organization. Our program was formed in 2013, though we did not begin operating as a 501(c)(3) non-profit until this year (2016). Our team provides not only high volume surgery but also the highest quality of spay/neuter and customer service that is not found at larger shelters and high volume clinics. This unique approach has been instrumental in carving out our niche in Miami-Dade County and has demonstrated to clients that operating in high volume does not translate to a sacrifice in high quality.

Budget

Total number of sterilization surgeries projected:
Cats: 0   **Dogs:** 256

Total budget requested (Budget should not exceed $25,000): $25,000.00
Average cost/surgery projected: $98.00

Describe any expenses that are not included in the grant and how they will be paid for:
We will require a $20 co-payment from the presenting owner per dog surgery. In select cases if it within the pet owner's means, we may suggest a higher co-payment to extend the number of surgeries we can perform through this grant. By the same token, if the owner cannot afford even the $20 co-payment, we will use other donation funds to subsidize it. Upcharge fees ($25) for pyometra, cryptorchidism, or umbilical hernia will be covered by our general donation fund.

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 require a $20 co-payment from the presenting owner per dog surgery. In select cases if it within the pet owner's means, we may suggest a higher co-payment to extend the number of surgeries we can perform through this grant. By the same token, if the owner cannot afford even the $20 co-payment, we will use other donation funds to subsidize it. Upcharge fees ($25) for pyometra, cryptorchidism, or umbilical hernia will be covered by our general donation fund.

Describe any other funding sources for this program, i.e. other grants, targeted fundraising efforts, budget allocation, etc.
The owner copayment ($20) plus the average cost to the grant of $97.50 per dog surgery will cover our needs for this entire program. We are listing 85% in the question below since the remaining 15% comes from owner co-payments.

What percent of the total cost of the program would this projected grant cover?
85%

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:** 08/15/17

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.
Our current sources of spay/neuter funding include: 1) a renewable County grant through a partnership between Miami-Dade Animal Services and the South Florida Veterinary Foundation that covers low-income eligible pet owners and community cats; 2) revenue from spay/neuter and ancillary veterinary services from pet owners that are financially capable of paying regular price and 3) private and corporate donations. We are fairly new as a non-profit entity and are just getting our feet wet with grant applications; we have plans to apply to various other granting organizations to supplement our existing programs.

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 have a fan base of 3,000 strong between Facebook and Instagram and our posts are often shared by our viewers which greatly extends their reach. Promotional material can be displayed on our website, printed in our annual newsletter, and distributed at outreach events where we set up and staff an information table at various festivals, farmer markets, community fairs, and pet events. We can also add the Florida Animal Friend banner to our e-mail signatures (we send upwards of 500-1000 e-mails per week in client communications). Additionally, we maintain a relationship with the Community Newspapers that can help publicize the Animal Friend license plate in our newspaper ads.