

Grant ID: 1687

Title of Proposal: Cat-astrophy Prevention!

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: SNIp-it of Central Florida

Application Information

Demographics

Name of Applicant Agency: Protectors of Companion Animals, Inc.
d/b/a SNIp-it of Central Florida

Website Address: letssnipit.org

Person Submitting Proposal: Sheila Westerveld

Position: President

Agency Head: Sheila Westerveld

Agency Head Email: westervelds@gmail.com

Organization Business Address: 3096 Michigan Ave

City: Kissimmee

State: FL

Zip: 34744

Phone (xxx-xxx-xxxx): 407-476-4748

Fax: 407-536-5898

Cell: 203-253-1934

Email Address: letssnipit@gmail.com

Agency Details

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

Organization Income in Last Fiscal Year: \$35,836.00

Organization Expenses in Last Fiscal Year: \$9,881.00

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

Number of Active Volunteers: 25

Total Volunteer Hours per Week: 8.00

How did you learn of the 2009 Florida Animal Friend grant competition? Referral from Osceola County Animal Services

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

Previous Florida Animal Friend Applications: Years Funded: n/a 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 Publicly funded nonprofit agency
- TNR Group
- Rescue Group

List your current board of directors:

Name	Title	Phone	Occupation	Email
Erin Zebell	Secretary	407-476-4748	Attorney	ezebell@hotmail.com
Kristen Arrington	Board member	407-476-4748	Manager	kaarrington@gmail.com
Lillie Falco	Vice President	407-476-4748	CFO, Moulage Sciences & Training	lfalco111@gmail.com
Lindsey Lupfer	Board Mamber	407-476-4748	Marketing Manager	lindsey@itsjustreach.com
Patti Lehman	Treasurer	407-476-4748	Business owner	pattialehman@gmail.com
Sheila Westerveld	President	203-253-1934	Chemical Regulatory Mgr	westervelds@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.

68 cats and 35 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?

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.

Protectors of Companion Animals has been providing affordable services to animals since its inception in 2001. In 2010, under the leadership of Sheila Westerveld, the organization focused on providing affordable spay/neuter services to the residents of Central Florida. Since that time, she has successfully procured grants for spay/neuter services from Alley Cat Allies and Petco. She has overseen other grants awarded to the organization from Pit Bull Rescue Central. She has also coordinated efforts with other local organizations for spay/neuter services by providing a \$3000 grant to Dollies Foundation for targeted TNR spay/neuter services in the Sanford, FL area.

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?

Until this year, SNIp-it of Central Florida provided a spay/neuter referral service to residents of Central Florida using the relationships they developed with local vet clinics in Orange and Seminole Counties. SNIp-it is opening a low cost spay/neuter clinic in Kissimmee located within Osceola County. Osceola County does not have affordable spay/neuter services. The average spay/neuter cost in Osceola County for a female and male cat is \$262.00 and \$217.00 respectively. The demographics surrounding the proposed clinic location demonstrate that it is situated in an underprivileged area of the County. As of 2008-2012, the per capita income of this Zip Code is \$20,584, which is lower than the state average of \$26,451 and is lower than the national average of \$28,051. In 2014, Osceola County Animal Services received 9140 animals, more than half of which were cats and kittens. Of the 4805 cats/kittens, 75% were euthanized. 2015 was marginally better at 68% of cats/kittens euthanized. The SNIp-it clinic will be the first high quality, high volume low cost spay/neuter clinic in Osceola. It is modeled after the premier business model of the Humane Alliance of Asheville, NC. It will perform 7000 surgeries annually. This is the same business model used by Spay N Save which has been operating since July 2012. In the 2 years since they opened their doors, the Seminole County shelter has noticed a decrease in the intakes of cats and dogs by 10% but more impressive is the drop in kitten and puppy intakes by 25%. Cats have the highest rates of intakes and euthanasia in the local government shelter and this grant can be the start to reverse these numbers in a fairly short amount of time.

Target Population

Geographical target area (name of city, county, etc.):	Kissimmee, St. Cloud, Buena Ventura Lakes and Poinciana
Total human population in target area:	174137

Percent of residents living below poverty in target area:	21%
Estimated number of pet cats in target area (human population divided by 3.3):	52769
Estimated number of pet dogs in target area (human population divided by 4.0):	43535
Estimated number of feral cats in target area (human population divided by 6.0):	29023
Number of cats admitted to animal control shelters in the target area last year (if known)	4625
Number of dogs admitted to animal control shelters in the target area last year (if known)	3975
Number of cats euthanized in animal control shelters in the target area last year (if known)	3164
Number of dogs euthanized in animal control shelters in the target area last year (if known)	1338

Please explain if you believe your target area animal population is significantly different than above.
 In 2015, approximately 35% of the total intakes were from within the city limits of St. Cloud and Kissimmee. BVL is part of Kissimmee but it is not an incorporated City and therefore, it is not included in the 19% of intakes from Kissimmee. Kissimmee and St. Cloud are the only two incorporated Cities in Osceola County. Based on last year’s numbers, approximately 3,220 animals were received. However the actual number is probably much higher since there are other areas that have Kissimmee and St. Cloud mailing addresses that are not actually inside the City limits. Osceola County includes approximately 100,000 acres of undeveloped land leaving the potential for overwhelming increases in the human and pet populations in the near future. The Total population in the County is up 20% from 268,685 in 2010. We need to address the problem now. This grant will jump start the process.

Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:
 The primary reason for overpopulation in this area is the lack of availability of affordable spay/neuter services within their community. The second would be the lack of public understanding on the benefits of sterilization. Thirdly, the lack of affordable resources and assistance for caretakers of feral cats in the area.

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 polled a number of private vet practices within the area and found that the average price for female and male cat sterilization is \$262.00 and \$217.00 respectively. Many do not offer a reduced rate for feral cats. This is not acceptable in an area with 21% of the residents below the poverty level. The SNiP-it clinic will provide these services in an area that most needs it.

Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant:

- Pets in low-income families
- Pit Bull / large breed dogs
- TNR managed colonies of feral cats
- Community cats (free-roaming and/or owned)
- Other

TNR Managed Colony Feral Cat Program/Community Cats (Free-Roaming and/or Owned) Program

Define the precise boundaries of the colony or targeted area, including estimate of square miles.
 Buena Ventura Lakes - 34743 (population 26,079) 5.58 sq miles Kissimmee – 34741, 34742, 34743, 34744, 34745, 34746, 34747, 34758 (population 59,682) 21.19 sq miles Poinciana - 34758 (population 53,193) 71.83 sq miles St. Cloud – 34769, 34770, 34771, 34772, 34773 (population 35,183) 17.76 sq miles

What is the criteria used for determining the target area(s) and/or eligibility for this program?
 The client address on the government issued ID and the colony address zip code will be checked against the list of defined zip codes.

Describe whether the targeted area is rural, suburban, or urban. Is it commercial, residential, agricultural, or a designated special land use?
 The targeted area is rural, suburban and urban. There are feral cat colonies in commercial, residential and agricultural areas.

Estimated number of cats in the target colony area : 40000
Estimated number that are currently sterilized: 10000

Projected reduction after utilizing the grant: 125

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

Cat Colony information will be collected at time of service and entered into a database with caretaker contact information. Education and support will be provided to the caretaker as needed and as resources permit. Caretakers will be directed to CARE Feline TNR as an additional resource for information and support.

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:

CARE Feline TNR Osceola County Animal Services Cats Can Dollies Foundation It's all about the cats

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

Educational information by ASPCA and Alley Cat Allies will be available for those who voice their concern regarding the threat of the local wildlife by cats. Every effort will be made to listen to and alleviate this concern.

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

Educational materials developed by Osceola Animal Services will be available for those who voice their concern regarding nuisance issues with cats. Every effort will be made to listen to and alleviate this concern. Last resort measures on relocation may be considered if all other options are exhausted. CARE Feline TNR offers some guidance on this subject along with Alley Cat Allies.

Will the cats be ear-tipped? Yes

Will the cats be microchipped? Yes

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

All feral cats will be ear-tipped and the micro-chip is available at cost. All m/c will have Protectors of Companion Animals listed as a second contact should the cat be brought into a vet office or Animal Services, we will be the second contact to return the cat to the colony, this saving more lives.

Objectives

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

We hope to sterilize 875 cats in the community. We hope to increase awareness of affordable spay/neuter services which will increase the number of services provided to animals in the targeted area in a 12 month period.

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

Since Osceola County does not currently have affordable services, the SNIIP-it clinic will start from baseline and go up.

Methods

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

Eligibility will be determined by matching the client address on government issued ID with the zip codes of the targeted area.

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

We will advertise on our Website and social media pages like Facebook and Twitter. We will also share the information with our supporting organizations like CARE Feline TNR, Cats Can, It's all about the cats and Osceola County Animal Services. We will have flyers for distribution at local retail stores like Pet Supermarket, Petco and PetSmart. We will send out email blasts to our members and followers.

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

Transportation barriers will be addressed on a one by one basis. If a localized area has multiple clients with the same need, a temporary transport system may be set up. There is a large Hispanic population within the targeted area. Educational materials will be available in Spanish and English to address this need. Every effort will be made to educate the public on the benefits of spay/neuter and ensure the success of this program.

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.

Not at this time. If necessary, guidance from the Humane Alliance transport procedures will be used.

Veterinary Services

Objectives

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

The SNIp-it Clinic is the lead clinic to provide spay/neuter services for the grant. We have secured the services of two other veterinary practices if needed.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
All Creatures Animal Hospital	5745 Pershing Ave	Orlando	FL	32822	407-277-6027	<input type="checkbox"/>
SNIp-it of Central Florida	3096 Michigan Ave	Kissimmee	FL	34744	407-476-4748	<input checked="" type="checkbox"/>
Spay N Save	988 N. Ronald Reagan Blvd	Longwood	FL	32750	407-920-4894	<input 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="\$25.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$50.00"/>
Range for Female Cats	<input type="text" value="\$25.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$50.00"/>
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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabies Vaccination if Due	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" 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 type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

Testing

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:

Pain medications are included with the service at no charge. Rabies vaccines are required if no proof of current vaccination can be provided by date of surgery. Ear-tipping is mandatory for feral cats (not kittens that are social) at no charge and not required for community cats. Microchips are available for \$5 for ferals and \$10 for community cats.

Is this a voucher program? Yes

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

We will distribute vouchers to the client after receiving payment upfront to use at any of the 3 veterinary clinics. The clinics will collect the vouchers at time of service and return to us with an invoice for the balance of the amount due.

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

Yes, each has provided this information to us.

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

yes

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
All Creatures Animal Hospital	Alternative provide of spay/neuter services
CARE Feline TNR	Support Organization to promote and refer eligible clients
Dr. Lori Alvarez	Lead veterinarian for services at SNiP-it clinic
Osceola County Animal Services	Support Organization to promote and refer eligible clients
Spay N Save	Alternative provider of spay/neuter services

Other Information

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

The SNiP-it clinic is following the Humane Alliance of NC's high volume spay/neuter clinic business model. Over 100 clinics have opened and are successful using there program. We are among the fortunate clinics to do the same.

Budget

Total number of sterilization surgeries projected:

Cats: 875 **Dogs:** 0

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

Average cost/surgery projected: \$29.00

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

Rabies vaccines are required if no proof is presented at time of surgery for \$10 payable by the client. Micro-chips are available for feral cats for \$5 and \$10 for community cats paid for by the client. Ear-tipping is mandatory for feral cats free of charge but optional for kittens that can be socialized for adoption.

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 vaccines are required if no proof is presented at time of surgery for \$10 payable by the client. Micro-chips are available for feral cats for \$5 and \$10 for community cats paid for by the client. Ear-tipping is mandatory for feral cats free of charge but optional for kittens that can be socialized for adoption.

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

Community cat clients will pay \$25 toward the service. Feral cats in traps will be free of charge. Budget \$25 per community/owned cat x 750 cats = \$18,750 \$0 per feral cat x 125 = \$0

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

57

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: 09/01/16/ **Projected end date:** 08/31/17

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 organization has at least 3 annual major fundraising events which generates about \$10k and is growing. In addition, the business model is a sustainable one based on provided spay/neuter services in a very economic and efficient manner but with the highest standards of care to the 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.**

We will advertise on our Website and Facebook social media pages. Flyers will be displayed on our counters and as part of the receipt after services have been provided. In addition, we will ask our supporters to cross promote on their social media pages. We will also distribute flyers at all of our public outreach events.