

Grant ID: 1668

**Title of Proposal:** "Hip To Snip" Spay/Neuter

**Agency Type:** Non-Profit

**Total Funding Requested:** \$25,000.00

**Check Payable To:** Snippet Citrus, Inc.

### Application Information

### Demographics

**Name of Applicant Agency:** Snippet Citrus, Inc.

**Website Address:** snippetcitrus.com

**Person Submitting Proposal:** Carol Wynn

**Position:** Grants chairman

**Agency Head:** Mary Lee Johnson

**Agency Head Email:** maryandgucci@yahoo.com

**Organization Business Address:** 14 Laurelcherry Ct

**City:** Homosassa

**State:** Florida

**Zip:** 34446-3827

**Phone (xxx-xxx-xxxx):** 352-436-4268

**Fax:** 352-503-3237

**Cell:** 352-601-1738

**Email Address:** info@snippetcitrus.com

### Agency Details

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

**Organization Income in Last Fiscal Year:** \$58,387.76

**Organization Expenses in Last Fiscal Year:** \$41,262.42

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

**Number of Active Volunteers:** 40

**Total Volunteer Hours per Week:** 1000.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** Internet

**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
Kathy Frisbie	Treasurer	352-212-8555	Retired Office Manager	kfrizb@gmail.com
Margaret Hypes	Secretary	352-563-2370	Retired	maggiehypes@tampabay.rr.com
Mary Lee Johnson	President	352-503-3237	Retired educator	maryandgucci@yahoo.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.**

**1410 cats and 576 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.**

Snippet has successfully arranged 5,000 cat and dog spay/neuters for impoverished citizens since beginning in 11/2012. (20.1% poverty rate in Citrus Co. Source:State of Fla. Office of Economic & Demographic Research). Clients are charged \$10 per cat and \$20 (and up) per dog. Snippet pays the difference. Our team efficiently co-ordinates the surgeries among several collaborating veterinarians. We are limited only by the costs of the surgeries and spaces available at each clinic.

**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?**

In fiscal year 2015 Snippet spent \$34,447.25 on 1986 animal spay/neuter surgeries alone. February's 2016 "Hip to Snip" promotion resulted in signing up 332 dogs and 272 cats for spay/neuter surgery at a cost of about \$24,875.00. That is for just one month, Feb. 2016. We depend upon labor-intensive fundraisers manned by Snippet volunteers, and donations by individuals and businesses. We shall now need more resources for this year going forward because: 1. There exists only the "Humanitarians of Florida" as a low-cost spay/neuter clinic, whose prices our clients still can not afford without our financial help. 2. "Humanitarians" is raising its surgery prices this month. Only one vet at "Humanitarians" does sterilization surgery just three days a week. We must turn increasingly to the much more expensive private vet operations to meet the demand for spay/neuter. 3. The Citrus County Animal Shelter is no longer accepting owned pets, (which before would have been sterilized by the shelter vet), likely resulting now in more unaltered pets roaming the county. 4. In September of 2015, the U.S. Department of Commerce named Citrus County the metropolitan area with the biggest decline in Gross Domestic Product in the entire United States. (See attachments for more poverty statistics and references) . 5. As Snippet Citrus' reputation has grown, demand from the needy for our financial help with sterilizing pets has increased accordingly.

**Target Population**

<b>Geographical target area (name of city, county, etc.):</b>	Citrus County 34428-34465
<b>Total human population in target area:</b>	141,236
<b>Percent of residents living below poverty in target area:</b>	20.1%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	42799
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	35309
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	23540

<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	2127
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	2199
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	865
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	243
<b>Please explain if you believe your target area animal population is significantly different than above.</b> n/a	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b> Substantial sources of dog and cat overpopulation are the many pockets of poverty scattered widely all over the county. These many areas can be identified by Animal Control and followed up by Snippet Citrus. Most of these areas house people who can barely afford to feed their pets, let alone provide any kind of veterinary care. Such care is sparse in Citrus County. Homeless people live in their cars in the woods with their pets. One such woman was featured recently on the front page of the "Citrus County Chronicle." She lived in a car with her pregnant cat. She has now become an advocate for these homeless people. <a href="http://www.chronicleonline.com/content/homeless-helper">http://www.chronicleonline.com/content/homeless-helper</a>	
<b>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?</b> Private veterinary practices are not affordable for the impoverished citizens in the target area. The one reduced cost clinic is only open three days a week with one vet to do surgeries. The target area pet-owners likely can't afford even this low-cost clinic's sterilization services without our help. Private vets are available, but scattered around the county & very expensive for spay/neuter surgeries.	
<b>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:</b> <input checked="" type="checkbox"/> <b>Pets in low-income families</b> <input type="checkbox"/> <b>Pit Bull / large breed dogs</b> <input type="checkbox"/> <b>TNR managed colonies of feral cats</b> <input type="checkbox"/> <b>Community cats (free-roaming and/or owned)</b> <input type="checkbox"/> <b>Other</b>	

### 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 (Snippet Citrus has a "Feral Busters" Spay/Neuter initiative that is separate from the "Hip to Snip" project which pertains to this grant application).

#### **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/ag

## Objectives

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

Our mission is to "stop pet homelessness before it starts." We endeavor to educate the public about all the many benefits of spay/neuter, the primary one being to keep unwanted litters of pets from being born. The sterilization of as many pets in the underserved widespread areas of poverty as possible is our goal. Our aim is to reduce the intake of unwanted animals and resultant euthanasia due to overcrowding at the Citrus County Animal Shelter by a significant amount (year over year) by August 1, 2017. We shall endeavor to increase the number of animals we spay and neuter above the current baseline.

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

Snippet's successful February 2016 "Hip to Snip" spay/neuter promotion resulted in six times as many dogs and twice as many cats sterilized as our average monthly total. We signed on over 600 animals in all. Clients were charged \$20 for any size dog and \$10 for any cat. Our project goal, if funded by this grant, is to do at least as many spay/neuters for February 2017 as this year. Before and after Feb. 2017, throughout the year we shall continue to underwrite spay/neuter costs for animals owned by impoverished citizens at \$10 per cat and \$20 per dog and up, depending on weight. As our reputation grows in the community we anticipate more and more indigent citizens seeking our help to spay and neuter.

## Methods

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

Clients must show proof of need to vet clinic at time of surgery appointment: Examples: WIC, SSI, free school lunch program, pay stub, food stamps, tax return. (70% of public school students are on free or reduced price lunch).

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

Citrus County Sheriff's Office Animal Control Officers will pass out Snippet spay/neuter information to owners of intact pets when they make their 1000 animal complaint call visits per month. The county animal shelter, food banks, Salvation Army, churches, homeless shelters, other animal welfare organizations, vets, Chamber of Commerce, businesses, thrift stores and others will have flyers available. Local media such as newspapers, radio and TV stations co-operate to advertise our "HIP TO SNIP and year-round spay/neuter programs as well as our many fund-raisers. Our web site provides information on how to access Snippet spay/neuter services. Snippet programs and promotions appear on social media web sites such as Facebook. Our VIP business partners are given "Hip to Snip" decals for their store windows. Individual VIP donors get bumper stickers to advertise Snippet "Hip to Snip." We can send "boots on the ground" to use door hangers to advertise the program to reach pet owners in particularly poor neighborhoods.

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

We do not offer transportation. Fewer than 5% of Citrus County residents speak a foreign language other than English exclusively at home. We have "boots on the ground" to reach those in trailer parks who might be illiterate.

**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.**  
 n/a

Veterinary Services

**Objectives**

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

Snippet currently collaborates with four different veterinary practices who are committed to provide spay/neuter services for all pets in Citrus County, including pet owners who live in poverty. These vets share our mission to end pet homelessness and to help make the county a "no-kill" community. We pay the difference between what the vet charges and our client pays, (\$10 for cats, \$20 for dogs and up depending on weight. "Hip To Snip" February prices are \$20 for any size dog). We try to negotiate reduced prices ahead of time.

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

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Countryside Animal Clinic	3628 W. Lecanto Hwy.	Beverly Hills	FL	34465	352-746-7171	<input type="checkbox"/>
Dunnellon Animal Hospital	2238 W. Dunnellon Rd.	Dunnellon	FL	34433	352-489-2074	<input type="checkbox"/>
Humanitarians of Florida	1031 N. Commerce St.	Lecanto	FL	34461	352-503-3237	<input checked="" type="checkbox"/>
Pet Luv Spay & Neuter Clinic	7348 Broad Street	Brooksville	FL	34601	352-799-9990	<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
<b>Range for Male Cats</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$23.00"/>	<input type="text" value="\$33.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$23.00"/>	<input type="text" value="\$33.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$20.00"/>	<input type="text" value="\$58.00"/>	<input type="text" value="\$78.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$20.00"/>	<input type="text" value="\$58.00"/>	<input type="text" value="\$78.00"/>

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?
<b>Examination</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Rabies Vaccination if Due</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$10.00"/>
<b>Other Vaccination if Due</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$40.00"/>
<b>Pain Medication</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Parasite Medication</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$40.00"/>
<b>Testing</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$21.00"/>

**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 FAF Grant funds will cover the examination, surgery procedures, and pain medication. Our dog fees range from \$45 to \$150 according to weight. Our cat fees range from \$30 to \$35. Other services requested by client are their responsibility.

**Is this a voucher program? Yes**

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

The client will qualify for a voucher which will be sent via email to the provider by Snippet. The client will be required to show proof of need to provider. Snippet will track vouchers and appointments at the providers.

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

During our current Hip to Snip program the four providers were able to schedule all of the requested surgeries. The providers have indicated they can handle spay/neuter surgeries in the future.

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

Yes. Snippet Citrus has software which will track spay and neuter surgeries with each provider. We will be able to report and do follow ups with the approved clients.

## 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
Citrus County Animal Services	Animal Services runs the county animal shelter. They advertised Snippet spay/neuter services and our February 2016 "Hip to Snip" promotion. They sponsored the February 6th "Best Friends Fest" kickoff of "Hip to Snip" in the Citrus County Auditorium. Snippet set up a "pet wellness" area in the auditorium in which free rabies shots and microchips were given to sterilized cats and dogs, or those signed up for spay/neuter surgery.
Citrus County Board of County Commissioners	The Board of County Commissioners had declared February 2016 "Spay/Neuter Month" which added gravitas to our effort and helped to advertise "Hip To Snip". We welcome their help with this same promotion in February 2017.
Citrus County Chronicle	The local daily county newspaper, the "Chronicle," has been a valuable partner in getting out the word on all our many Snippet fundraisers, both before the event and reporting on it afterward. That is true of our "Hip to Snip" promotion, as well. The "Chronicle" publishes photos of our business and local service organizations presenting checks to Snippet Citrus to support these spay/neuter efforts.
Citrus County Foundation for Animal Protection	CCFAP donated the cost of fifty animal licenses to intact animals who became eligible for county animal licenses after being spayed/neutered. Signing up for the sterilization surgeries was part of the "Best Friends Fest" Kickoff for "Hip to Snip" month.
Citrus County Sheriff's Office	The Sheriff's Animal Control Unit Officers respond in person to 1000 animal related calls per month. They distribute Snippet flyers advertising year-round low-cost spay/neuter prices and February "Hip to Snip" and other special promotions when they make their house calls. This reaches many owners of intact animals. Most of these citizens cannot otherwise afford spay/neuter of their pets. A male member of this team volunteered as a model at our Snippet fashion show fund-raiser. The supervisor of the Animal Control Unit is

	a member of Snippet and attends our Snippet business meetings. At the Feb. 6th "Best Friends Fest" Animal Control advertised the benefits of spay/neuter.
Friends of Citrus County Animal Shelter	FOCCAS promoted spay/neuter by carrying Snippet banners in a local 2015 Christmas parade. FOCCAS donated a significant part of the cost of February "Hip to Snip" by underwriting the cost of large dog spay/neuter for the month.
VIP Businesses	Snippet Citrus has signed up local business and service groups as sponsors of our spay/neuter efforts. Each business receives a large "Hip to Snip" decal to place on their establishment's door or storefront window.

## Other Information

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

Our unique email voucher system works this way to help needy clients obtain spay/neuter help for their pets: Clients phone the Snippet phone bank team, who determine if the client qualifies. Client is told to show proof of need at time of surgery and is assigned one of Snippet's collaborating veterinarians for client to make an appointment. Good records are kept by phone bank volunteers. Data are then kept on spread sheets: Client phone, name, city, zip code, email address; name of animal, gender, weight, and species of animal, and how client heard of Snippet. Clients pay their co-pay at the time of surgery. The vet then bills Snippet for the difference between co-pay and total spay/neuter cost.

## Budget

### **Total number of sterilization surgeries projected:**

**Cats:** 300 **Dogs:** 200

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

**Average cost/surgery projected:** \$50.00

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

Expenses outside of spay/neuter procedures incurred; the client will pay for vaccines, microchipping, feline testing or heartworm testing and fees, which vary by provider.

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

Expenses outside of spay/neuter procedures incurred; the client will pay for vaccines, microchipping, feline testing or heartworm testing and fees, which vary by provider.

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

Snippet Citrus continues sponsoring fundraising events at least every 90 days. We shall continue to seek grant funding in an effort to spay/neuter as many cats and dogs as possible for those pet-owning county citizens in need.

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

75%

## 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:** 02/01/17/ **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.**

Snippet volunteers have demonstrated their skill in soliciting contributions from local businesses, from friends and associates, and service organizations. They have organized many successful sophisticated fundraising events like fashion show, dinner dances, bingo luncheons, pet photo contest parties, Christmas shopping spree sales, cruises and trips among other money-making events. We applied for and received a \$2,000 grant from a local animal welfare source, The Spector Foundation for Animal Welfare. We are eligible to apply for it again this year. Since our spay/neuter underwriting services for the needy cost us thousands of dollars each month, we shall be applying for grants from sources other than Florida Animal Friend going forward.

## 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 shall promote the sale of FAF spay/neuter license plate on our Snippet web site, in social media like Facebook, in articles to be published in the "Citrus County Chronicle," on local radio shows, in the Chamber of Commerce newsletter and on its web site. We shall have a large sign board displayed at our fundraising events promoting sale of FAF license plates.