

Grant ID: 1723

Title of Proposal: Operation Snip
Agency Type: Non-Profit
Total Funding Requested: \$15,450.00
Check Payable To: Humane Society of Vero Beach & Indian River County

Application Information

Demographics

Name of Applicant Agency: Humane Society of Vero Beach & Indian River County **Website Address:** www.hsvb.org
Person Submitting Proposal: Sara E. Smith **Position:** Director of Development
Person Submitting Proposal Email Address: ssmith@hsvb.org
Agency Head: Michael Mandel **Agency Head Email:** mmandel@hsvb.org
Organization Business Address: P.O. Box 644 **City:** Vero Beach
State: FL **Zip:** 32961
Phone (xxx-xxx-xxxx): 772-388-3892 **Fax:** 772-388-3981
Cell:

Agency Details

Date of 501(c)(3) Incorporation: 01/01/1980
Dates of Last Fiscal Year: **Begin:** 10/01/15 **End:** 09/30/16
Organization Income in Last Fiscal Year: \$3,379,598.00
Organization Expenses in Last Fiscal Year: \$3,510,500.00
Number of Paid Employees: Full Time: 36 Part Time: 18
Number of Active Volunteers: 675
Total Volunteer Hours per Week: 1234.00
How did you learn of the 2009 Florida Animal Friend grant competition? We are a previous grant recipient
Year(s) of previous Florida Animal Friend grants (if

applicable):

Previous Florida Animal Friend Applications:

Years Funded: 2015, 2006 Year(s) denied/incomplete:

	Grant #	Proposal Year	Proposal Title	Status
	248	2011	The Fellsmere Project	Denied
Auto-Generated (Previous Applications):	331	2012	Spay/Neuter Assistance Program	Denied (not completed)
	1495	2015	Best Friend Fix	Funded
	1625	2006		Funded
	1723	2017	Operation Snip	Funded

Describe your Organization:

Services Provided

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

Organization Structure:

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

List your current board of directors:

Name	Title	Phone	Occupation
Andrew Harper	Director	772-231-4020	Realtor
Andrew Sowers	Treasurer	772-226-7793	Investment Banker
Annette Miller	Director	772-696-2095	Finance
Charles Cruice	Director	772-774-8437	Investment
Frank Spitzmiller	Director	772-231-3707	Fund Raiser
Harold Oberkotter	Director	772-234-5419	Corporate CEO
Jill Collinson	3rd Vice President	772-539-9566	Business/Management
Lala Maresi	Director	772-231-2410	Philanthropist
Lynn Cambest	Director	941-735-2033	Banking
Mary Ryan	President	772-257-5715	Business Owner
Sam Beach	2nd vice president	772-231-7200	Finance
Shirley Petrolina	Director	520-471-4878	Business Owner
Stacy Katz	Director	772-231-2275	Attorney
Susan S. Smith	1st Vice President	772-234-4427	Business Owner
Susie Wilbur	Director	772-234-6711	Retail Business Owner
Wendy Trimarche	Secretary	772-589-0838	Business Owner

Applicant Qualifications

For your organization, in the last complete fiscal year:

1863 cats and 1791 dogs were admitted.

655 cats and 688 dogs were adopted.

958 cats and 296 dogs were euthanized.

810 cats and 1027 dogs were sterilized.

Briefly describe your animal programs:

- | | | | |
|--|--|---|---|
| <input checked="" type="checkbox"/> Stray/Lost pet intake | <input checked="" type="checkbox"/> Foster Program | <input checked="" type="checkbox"/> Wellness services to understand pet owners | <input checked="" type="checkbox"/> Volunteer Program |
| <input checked="" type="checkbox"/> Owner surrendered animals | <input checked="" type="checkbox"/> Food Bank | <input checked="" type="checkbox"/> Cruelty investigation | <input checked="" type="checkbox"/> High volume spay/neuter clinic |
| <input checked="" type="checkbox"/> Lost and Found Program | <input checked="" type="checkbox"/> Behavior counseling | <input type="checkbox"/> Enforcement of ordinances | <input checked="" type="checkbox"/> Full service wellness clinic |
| <input checked="" type="checkbox"/> Adoption Program | <input checked="" type="checkbox"/> Disaster services | | |

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?

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.

Director of Operations Maria Ramirez coordinates our spay/neuter programs. She, along with other bi-lingual animal care staff, vet staff, clinic technicians and volunteers have teamed up to successfully perform other high-volume, high-quality sterilization outreach initiatives in celebration of World Spay Day. Our staff have completed hands-on training with the Humane Alliance and this year we are the recipient of an Emancipet scholarship and are sending one vet and one vet tech for additional high-volume, high-quality spay/neuter training. This training will bring additional expertise to the program. We have also successfully met the goals established under this grant program when granted funding in 2006 and 2015.

If you currently have a program for sterilization of cats and/or dogs, describe your current level of funding and productivity and why additional resources are needed?

The Humane Society of Vero Beach & IRC is currently the only agency in the county with a dedicated clinic and trained staff to offer low-cost/free spay/neuter and wellness services. In the 2015-16 fiscal year we spent \$29,692 on low-cost spay/neuter surgeries at an average cost of \$16 not including salaries, promotion, transportation costs and other overhead. We sterilized 1,027 dogs, 810 cats and 7 rabbits. For the past two years we have targeted specific fundraising efforts to raise private dollars for this purpose, including a paddle raiser at our annual benefit which brought in \$7,500 in FY15-16 for low-cost spay/neuter initiatives. We always concentrate our efforts on both male and female animal populations but this year we have a goal of increasing the sterilization of female animals (which statistics show is more impactful on animal population control). With the new dedicated clinic space and trained staff ready to go, we can exponentially increase the number of procedures we perform with funds from this program and increase our focus on sterilizing female populations.

Target Population

Geographical target area (name of city, county, zip codes, geographical Information service (GIS), etc.):	329648, 32967, 32970, 32962 / Fellsmere, Gifford, Wabasso and Tropic (South of Oslo)
Total human population in target area:	65412
Percent of residents living below poverty in target area:	34% in 32948, 19% in 32967, 75% in 32970 and 16% in 32962
Estimated number of pet cats in target area (human population divided by 3.3):	19822
Estimated number of pet dogs in target area (human population divided by 4.0):	16353
Estimated number of feral cats in target area (human population divided by 6.0):	10902
Number of cats admitted to animal control shelters in the target area last year (if known)	n/a
Number of dogs admitted to animal control shelters in the target area last year (if known)	n/a
Number of cats euthanized in animal control shelters in the target area last year (if known)	n/a
Number of dogs euthanized in animal control shelters in the target area last year (if known)	n/a
Please explain if you believe your target area animal population is significantly different than above. We believe these numbers accurately reflect the need we are seeing in this area.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: The number of people living at or below the poverty level in the target areas is substantial and increasing. Pets we see from these areas have rarely ever been seen by vets. The cost for spay/neuter, as well as difficulty with transportation arrangements, and the need to take time off from work, all prevent low-income pet owners from sterilizing their pets.	
What kinds of spay/neuter services are currently available in the target area and in what ways are these resources currently insufficient to meet community needs? We are currently the only spay/neuter provider in the 32948 zip code and residents count on our presence in the community on a routine basis for wellness care. There are vets near the 32967 zip code and the 32962 zip codes but they do not offer low cost services. We are the only provider in 32970 which is the area immediately adjacent to the shelter. We provide both low-cost and free services to all of these target areas.	
Florida Animal Friend is highly supportive of proposals that are focused on animal populations that are identified as substantial sources of dog or cat overpopulation rather than being diluted over too broad of a geographic area or diverse animal populations. Describe the specific target animal population of the spay/neuter project proposed for this grant: <input checked="" type="checkbox"/> Pets in low-income families <input checked="" type="checkbox"/> Pit Bull / large breed dogs <input type="checkbox"/> TNR managed colonies of feral cats <input type="checkbox"/> Community cats (free-roaming and/or owned) <input type="checkbox"/> Other	

TNR Managed Colony Feral Cat Program/Community Cats (Free-Roaming and/or Owned) Program
Define the precise boundaries of the colony or targeted area, including estimate of square miles.

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

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

Estimated number of cats in the target colony area :

Estimated number that are currently sterilized:

Projected reduction after utilizing the grant:

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

Do current city/county ordinances address TNR or free-roaming cats?

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:

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

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

**Will the cats be ear-tipped?
Will the cats be microchipped?**

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

Objectives

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

Our objective is to spay and neuter 550 animals in the target areas – these are the same areas from which we receive a large number of homeless animals and in which we will promote sterilization. The Shelter will design promotion and advertising (using catchy slogans like Boys-for-a-Buck, Tats for Tabbies and Feline Fixes) to blanket each area with information in English and Spanish about our services. We will concentrate on both sexes from the target area for sterilization. We will also make special efforts to canvas trailer parks and mobile home residents and will rotate our services through the target communities on a monthly basis. At our monthly Boys-for-a-Buck event, we will be asking about the ownership of female pets in the household and whenever possible, making follow-up appointments to sterilize these animals. At our most recent Boys-for-a-Buck we sterilized 40 male cats, microchipped them and brought them up to date on their rabies shots – all for

\$1. Animals will be registered in advance and we will compile animal and owner data to track and analyze our results and make course corrections through the year. The Shelter will make reminder calls the day before the event and will offer to transport animals in our Animal CareVan if transportation is a problem.

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

We currently are able to do the Boys-for-a-Buck promotion annually. Doing a series of events (including male and female animals) monthly will increase the number of low cost sterilizations twelve-fold. The promotion of these events also impacts public understanding and perception of the population control issue. When we hold fund raising events for spay/neuter surgeries, and promote these events, we are raising the level of public consciousness of the problem in our community and the solutions we need to implement.

Methods

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

For pet owners to qualify for Boys-for-a-Buck or Tats for Tabbies pricing they will need to show proof of residency in the target zip codes.

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

We will advertise Boys-for-a-Buck and Tats for Tabbies, Feline Fix etc. on social media, in local, targeted print media and we will seek coverage through radio and TV. We fortunately have a number of Spanish language publications which we will also utilize. Networking within these target areas is critical to the success of these efforts and we are fortunate to have a number of well-developed relationships within the target areas. Within the target zip codes we will also canvas trailer parks. There are 17 trailer parks which we have identified within the target areas and the average income in these parks is \$30,000 for a family of four. We will work with Animal Control officers, the Fellsmere Police Department, St. Helen's Headstart, Fellsmere Headstart, the Gifford Youth Community Center, local churches and social service agencies as well as the Literacy Council of Indian River County to ensure we reach low-income residents in the target areas.

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

Having a routine presence in these target areas is essential to overcoming these barriers. We travel to Fellsmere regularly to hold low-cost and free vaccination clinics, to canvas neighborhoods and offer vet services and hand out pet food and supplies. We also canvas neighborhoods in Gifford and south of Oslo. Our staff and volunteers who work in these areas are bi-lingual and are able to explain the benefits of spay/neuter. Staff follow-up with pet owners to ensure that appointments for sterilization are made and the procedure is carried out. To address transportation barriers we offer our Animal CareVan services.

Does this project involve the transportation of animals by someone other than the client? If so, describe the vehicles, methods for confinement, personnel training, liability releases used to assure the safety of the animals and handlers.

Our Humane Society has its own air conditioned animal transport van. Shelter staff are experienced in handling volumes of animals in rescue situations. They are trained to handle unfamiliar and fractious animals. All pet parents sign a shelter and medical release prior to our Humane Society transporting the animal or providing services.

Veterinary Services

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

We have in-house veterinarians who are trained and skilled in high volume, high quality spay/neuter surgeries.

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

Veterinary Practices

Fee Range

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) and not for other items such as vaccines, testing, licensing, and capital purchases.

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	<input type="text" value="\$1.00"/>	<input type="text" value="\$24.00"/>	<input type="text" value="\$25.00"/>
Range for Female Cats	<input type="text" value="\$1.00"/>	<input type="text" value="\$24.00"/>	<input type="text" value="\$25.00"/>
Range for Male Dogs	<input type="text" value="\$1.00"/>	<input type="text" value="\$39.00"/>	<input type="text" value="\$40.00"/>
Range for Female Dogs	<input type="text" value="\$1.00"/>	<input type="text" value="\$39.00"/>	<input type="text" value="\$40.00"/>

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 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 type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$6.00"/>
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 checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$8.00"/>
HW Testing	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Feline Leuk/FIV	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
County License	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Ear tipping	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Microchip	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Other	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

None of the anticipated grant funds can be used for any of the above services, except for pain medication.

If necessary, please explain the procedures and fees described above:

The Humane Society will perform the required services for \$1.00 for all preregistered animals. Optional services will be available at the fees indicated. Parasite medication fees are for one month dose and other vaccinations include bordatella, VFVRCPC, DHLPP vaccines or similar.

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
Citizens on Pet Patrol	Citizens on Pet Patrol provides volunteers who will assist in promoting our spay/neuter events in target areas.
Fellsmere Police Department	The Police Department helps the Humane Society promote spay/neuter events by distributing materials in the Fellsmere community and getting the word out about our CareVan transportation services. They also assist us in translating our materials into Spanish.
For the Love of Paws	For the Love of Paws provides volunteers who will assist in promoting our spay/neuter events in target areas.
Garcia Plaza Bakery	The Bakery is located in the heart of Fellsmere and is the only community grocer in the area. The Bakery allows the Humane Society to regularly pick up and drop off animals before and after transport to the Shelter for spay/neuter and wellness services performed in our clinic. The Bakery also helps promote our low cost spay/neuter program throughout this target zip code.
Gifford Youth Activity Center (GYAC)	The central community gathering place in the Gifford community, the GYAC distributes materials developed by the shelter promoting our low cost spay/neuter events and assists us in reaching families in need of services in the Gifford target area.
Hometown News	The Hometown News is a free publication which provides advance coverage of our low-cost spay/neuter events through feature articles and also includes the events in their community listings in print.

Name**Level of Involvement**

Indian River Animal Control	Indian River Animal Control actively supports the Humane Society's efforts to provide wellness services to animals, including spay/neuter to control the animal population and reduce the incidence of homeless and unwanted animals. They will regularly distribute spay/neuter and pet wellness information developed by the shelter to residents throughout the county. They will assist this program by distributing materials on the spay/neuter events described here to all of the target zip code areas and in trailer parks.
TC Palm Online and Press Journal Treasure Coast Newspaper	TC Palm and the Treasure Coast Newspaper provides advance coverage of our low-cost spay/neuter events through feature articles and also includes the events in their community listings on line and in print.
WQCS National Public Radio Affiliate	WQCS promotes our low-cost spay/neuter events through public service announcements and also includes the events in their community listings on air and on-line.

Other Information

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

Selecting the best areas for staff to access residents in these target areas is key to the success of the program. We envision teams of bi-lingual staff and volunteers setting up information points in high foot traffic locations that are easy for residents without transportation to access. We have done this previously with much success and in the case of Fellsmere, we are being offered use of an indoor site free of charge. This is a great opportunity for us to introduce wellness concepts and sign up animals for transportation and sterilization. Another initiative will be to make sure promotional materials are distributed in trailer parks in the targeted areas by our bilingual staff, by animal control and by volunteers from our collaborative agencies.

Budget

Total number of sterilization surgeries projected:

Cats: 400 Dogs: 150

Total budget requested (Budget should not exceed \$25,000): \$15,450.00

Average cost/surgery projected: \$29.00

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

The Humane Society will cover all clinic staff salaries and gas/vehicle expenses for transporting animals to and from the targeted areas. Residents in these areas will be asked to pay \$1.00 for all the services. Funds from our annual fund raiser are specifically designated for spay/neuter efforts and these funds, plus funds from individual sponsors we will solicit, will underwrite the costs of overhead and the additional services (exams, vaccines, micro-chipping etc.) of the Boys-for-a-Buck and Tats for Tabbies program.

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

Each year the Shelter raises money dedicated to spay/neuter programs during our annual fund raiser specifically. The most recently completed year raised \$7,500 specifically to underwrite spay/neuter efforts.

Our expenses for spay/neuter that same year were \$29,692. Donated funds help us cover the costs of advertising, promotion, flyers and printed materials as well as transportation. We routinely apply for spay/neuter funds from PetSmart Charities but have not received a grant, and we routinely solicit individual donors to help underwrite the costs of our spay/neuter events so that we can regularly offer low-cost spay/neuter to residents in the community who most need these services.

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

50%

Timeline

All projects must be completed within 12 months of receipt of funding.

Projected start date: 09/01/17/ Projected end date: 08/31/18

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.**

We have been building the public's awareness of animal population control and over population over the last several years. The Boys-for-a-Buck has itself been a great awareness-raiser. Since this is a high priority for the Humane Society of Vero Beach & Indian River County, we allocate \$20,000 - \$30,000 annually to the spay/neuter effort. We design specific direct mail appeals to secure gifts designated toward spay/neuter programs and we make a special spay/neuter paddle raiser appeal at our annual fund raising event. This keeps the issue in the public eye and helps us secure funds for sterilization. In addition the Shelter has a Foundation tasked with helping us sustain vital animal care and protection services including being able to offer low-cost spay/neuter services to those who need it.

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 with their final report.**

The Humane Society promotes the Florida License Plate program on our web site and in our publication, The Humane Times, circulated to more than 8,000 homes and businesses. We will also issue a press release and publicize the award to our print, radio and television partners.