

Grant ID: 1731

Title of Proposal: Targeted TNR
Agency Type: Non-Profit
Total Funding Requested: \$25,000.00
Check Payable To: Pensacola Humane Society

Application Information

Demographics

Name of Applicant Agency: Pensacola Humane Society **Website Address:** www.pensacolahumane.org
Person Submitting Proposal: Jeffrey Keener **Position:** Development Director
Person Submitting Proposal Email Address: jeff@pensacolahumane.org
Agency Head: Sarah Humlie Agency Head Email: director@pensacolahumane.org
Organization Business Address: 5 North Q Street **City:** Pensacola
State: FL **Zip:** 32505
Phone (xxx-xxx-xxxx): 850-898-3384 **Fax:**
Cell: 859-991-4619

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: \$1,162,896.00
Organization Expenses in Last Fiscal Year: \$944,573.00
Number of Paid Employees: Full Time: 11 Part Time: 9
Number of Active Volunteers: 150
Total Volunteer Hours per Week: 280.00
How did you learn of the 2009 Florida Animal Friend grant competition? Previous Recipient
Year(s) of previous Florida Animal Friend grants (if

applicable):

Previous Florida Animal Friend Applications: Years Funded: 2015, 2013 Year(s) denied/incomplete: NA

Auto-Generated (Previous Applications):	Grant #	Proposal Year	Proposal Title	Status
	1731	2017	Targeted TNR	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
Ceil Reese	Secretary	850-380-1380	Human Resources Executive
Eloise Lautier de Varona	Member	850-450-8958	Public Relations Specialist
Hank Gonzales	Member	850-341-4265	Banking Executive
Jessica Scholl	Member	850-436-7000	Attorney
Joshua Carter	Chair	850-687-2234	Accountant
Kacee Bidick	Member	850-375-9244	Marketing Director
Paul Silivos	Vice Chair	850-393-4567	Caterer & Event Planner
Sally Fox	Member	850-712-1770	Attorney
Sandra Porras	Member	850-572-0583	Education Specialist
Sarah Humlie	Chief Executive Officer	414-795-7843	PHS Executive Director
Shirley Brougham	Past Chair/Member	850-516-3952	Retired Media Consultant
Skip Vogelsang	Member	850-776-7951	Retired, NPO Executive Director

Applicant Qualifications

For your organization, in the last complete fiscal year:

496 cats and 574 dogs were admitted.

468 cats and 568 dogs were adopted.

1 cats and 1 dogs were euthanized.

341 cats and 210 dogs were sterilized.

Briefly describe your animal programs:

- | | | | |
|---|---|---|--|
| <input checked="" type="checkbox"/> Stray/Lost pet intake | <input checked="" type="checkbox"/> Foster Program | <input 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 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 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?

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.

Pensacola Humane Society has had the same Executive Director, Sarah Humlie, for the past five years. The organization has expanded adoptions from 500 to over 1,000 during this time. Foster volunteers and Shelter volunteers have grown consistently. In 2015, the low cost spay & neuter clinic was founded and has performed over 10,000 surgeries since opening. The number of surgeries totaled over 6,000 in 2016. From an administrative standpoint, the current staff have managed this grant for two years and also managed a grant from Escambia County for low-income spay/neuter. The Clinic Director has experience in both the Shelter environment, as a former Ex. Director, and in Clinic operations. Our Veterinarian has 28 years of experience, including specialized training in high volume operation. The PHS has an established group of community trappers that support TNR efforts. In addition, we have successfully conducted TNR trainings and supported the efforts in support of the Escambia County Animal Shelter (ECAS has an unfilled vet position), where we performed three surgeries per day - four days per week for a four month period. Working with the ECAS Director, we have identified several locations where TNR is needed and funding is lacking. We believe the TNR efforts will reduce the intake to the Escambia County Animal Shelter, improve their live release rate and reduce euthanasia in the county.

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 previous grant from Florida Animal Friends supported low-income sterilization of cats and dogs. During the past year, we have been able to develop a funding source of \$25,000 from the Escambia County Government for low-income spay/neuter assistance to Escambia households making less than \$35,000 per year. This program has been very successful and is well utilized. Our efforts in the TNR area have been funded by individuals participating in the program and several small business gifts. We have partnered with Animal Allies, another local foster based organization, to perform spay & neuter surgeries, and also active support of their efforts in this area.

Target Population

Geographical target area (name of city, county, zip codes, geographical Information service (GIS), etc.):	Escambia County, Florida
Total human population in target area:	311,003
Percent of residents living below poverty in target area:	15.5%
Estimated number of pet cats in target area (human population divided by 3.3):	94244
Estimated number of pet dogs in target area (human population divided by 4.0):	77751
Estimated number of feral cats in target area (human population divided by 6.0):	51834
Number of cats admitted to animal control shelters in the target area last year (if known)	4410
Number of dogs admitted to animal control shelters in the target area last year (if known)	3468
Number of cats euthanized in animal control shelters in the target area last year (if known)	1933
Number of dogs euthanized in animal control shelters in the target area last year (if known)	884
Please explain if you believe your target area animal population is significantly different than above. We believe this to be an accurate number of the animals in our community.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: Feral and owned cats that are allowed to go outdoors and have not been sterilized add to the cat overpopulation by having several litters per year. The release of cats based on a family moving, those facing financial hardship and those where their animals have produced an unwanted litter all contribute to the pet overpopulation in our region. A mild climate and ready access to food and water sustain a healthy feral cat population.	
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? The Pensacola Humane Society has the only low cost spay and neuter clinic within 90 miles. The nearest low cost clinic is in Mobile, Alabama. The PHS Low Cost Spay & Neuter Clinic performs over 6,000 surgeries per year. We operate the clinic Monday through Thursday. We have a grant that targets low income residents of Escambia County and this program has gained awareness and traction in the community. A weakness in our program lies in the fact that we do not provide financial support for the community cat or feral cat. This requires the interested individuals in the program to pay the \$35 feral/community cat fee and this prevents the intense and focused effort on quickly working an area. The way the program currently works is that a number of trappers bring in one or two animals per month versus trying to get the colony quickly. The disadvantage lies when a new litter occurs waiting for the next spay & neuter surgery due to an individual's budget constraints. Community trappers would be more empowered to sterilize a whole colony at one time if the price was more affordable: \$10 or less per cat.	
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.

The Escambia County Animal Shelter & Animal Control has suggested the following areas of interest to them: Lake Charlene (zip code 32506) Area has seen flooding which has increased the issue; Bellevue (low income), Brownsville (low income) and East Hill (low income). The City of Pensacola (city hall) has identified the downtown historic residential district (North of Main Street, East of Tarragona St, South of Chase St, West of 9th Ave). 20 square miles.

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

Feral and community cats will be accepted into the program. The goal is to increase the number of free roaming cats that are spayed or neutered.

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

These areas are primarily suburban and urban. The land in these areas are mixed having both commercial and residential.

Estimated number of cats in the target colony area : 3000

Estimated number that are currently sterilized: 300

Projected reduction after utilizing the grant: 715

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

Cats will have an owner or caretaker that will feed and take care for them. We are fortunate to have a dedicated force of volunteer community cat caretakers in Escambia County. All of the colonies we will target currently have consistent feeders and caretakers.

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

Yes

Please explain what is allowed:

Community and free roaming cats are allowed to be trapped neutered and then returned. Allows for outside feeding of community cats during day time hours. We are restricted from working the Pensacola Beach area due to an endangered species

(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:

TNR is supported by Escambia County Board of County Commissioners, Pensacola City Council, and Escambia County Animal Services.

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

We have asked the Audubon Society to identify specific areas of sensitive wildlife, and we will work outside of these areas. If wildlife is believed to heavily impacted near a particular colony, we will work with caregivers

to create deterrents around trees and hunting grounds, with sound or water deterrents, or squirrel guards on trees to protect birds within them.

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

Escambia County Animal Services currently has a current protocol in place that if a TNR'd cat is trapped and returned more than once for a nuisance claim, it will be placed into a barn cat program and relocated.

Will the cats be ear-tipped? Yes

Will the cats be microchipped? No

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

Objectives

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

With this grant, we hope to provide 714 free spay/neuter surgeries on feral/community cats in Escambia County. Our normal cost for sterilization surgery is \$40 for a male cat and \$45 for a female cat. However, for this grant, the Pensacola Humane Society would agree to perform 714 surgeries on males or females for \$35. We would also include the cost of pain medication; clients would pay cost for the rabies vaccination and ear-tip, \$1.

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

Although the program will allow us to better utilize the low cost spay & neuter clinic schedule, we believe the goal of the program is to allow us to focus on reducing the feral/community cat population in specific locations. Currently, the feral/community cats are brought to our Clinic in a fragmented way. We believe this is based on trappers having to pay the fee themselves and not being able to budget the entire colony at one time.

Methods

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

Feral and community cats will be eligible for the program. Cats in our designated TNR area will be promoted house by house through personal interaction and by using door hangers. Cats without collars, free roaming in the area, will be eligible for the program.

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

A door to door campaign will be conducted on the ground level to insure that the areas being worked are aware of the program. Facebook and our web site will be used to track the program's progress. A Community Cat flyer will be distributed to the other rescues, shelters in our area to make them aware of the effort. Businesses in the areas to be worked will receive a personal visit and a follow up mailing.

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

The PHS has acquired a van that will be available to facilitate the transportation of cats in the TNR program. Our volunteer base includes the full spectrum of young, old, and all socio-economic categories. A number of our volunteers are bi-lingual.

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.

The PHS has a van to use in the program. In the case that it isn't available, PHS staff or PHS volunteers will transport animals in humane traps or carriers. We do not allow animals to be transported in open trucks. Transporters must show proof of insurance and a valid driver's license. All transporters sign a "hold harmless" waiver that covers health and transportation. Cats that are trapped in the evening must wait until the next morning for their procedure. They are given food and water and placed in a quiet environment with a sheet covering their cage. At our clinic, the cats are handled by trained veterinary technicians and assistants.

Veterinary Services

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

We have a full-time veterinary surgeon on staff at our Low Cost Spay & Neuter Clinic. She performed over 6,000 spay & neuter surgeries in 2016. We also have a volunteer vet that assists one day per week.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Barbara Grice Memorial Spay & Neuter Clinic	5 N Q Street	Pensacola	FL	32505	850-898-3380	<input checked="" type="checkbox"/>

Fee Range

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

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$35.00"/>	<input type="text" value="\$35.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$35.00"/>	<input type="text" value="\$35.00"/>
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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$1.00"/>
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
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 type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Ear tipping	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input 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:

At the time of intake by the Clinic, the cat is evaluated and any specific needs are dealt with at that time. These additional services are paid for by our "Spay it Forward" fund. The fund is generated through gifts by current users of the spay & neuter clinic that make gifts at the time of service.

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

Name	Level of Involvement
Emerald Coast Animal Allies	Animal Allies is a local foster based organization that has volunteers in TNR out-reach. We will coordinate areas to be worked and scheduling of feral / community cat surgeries at our Low Cost Spay & Neuter Clinic.
Escambia County Animal Shelter & Control	Assistance in identifying colony locations in the community. They have direct access to the nuisance complaints and animal control calls.

Other Information

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

The project will allow us to better target TNR efforts in the community. Our preliminary results have shown us that most of the trappers are highly restricted from a budgetary standpoint. Individuals are working on a budget and performing very limited efforts of 1 or 2 per month versus aggressively seeking to TNR the entire colony. This grant will allow us to perform over 1,000 feral/community cats by leveraging the efforts and funds in the community. The PHS has at least 50 traps that can be used in the program. A weekly training program on TNR is conducted at the Clinic by our volunteers and those from Emerald Coast Animal Allies.

Budget

Total number of sterilization surgeries projected:

Cats: 714 **Dogs:** 0

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

Average cost/surgery projected: \$36.00

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 client will pay \$1 for the cost of the Rabies vaccine. Microchipping will not be done unless a funding source is found. Ear Tipping will be absorbed by the Clinic Budget. Other services will be provided, such as antibiotic treatment or FIV/FeL testing if our veterinarians deem it appropriate. Our Spay it Forward fund will cover the cost of any additional services that are needed. Additionally transportation costs will be absorbed by the Humane Society's budget and volunteers.

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

The PHS plans to identify individuals and businesses in the community that are supportive of this TNR effort. These individuals and businesses will be asked to financially support the program in the future. We also will work on creating a special event fund raising project for late 2017 or 2018 to fund this effort.

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

98%

Timeline

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

Projected start date: 10/02/17/ **Projected end date:** 09/01/18

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.**

During the year of the Humane Society conducting this program, we plan to identify individuals and businesses in the community that are supportive of the effort and capable of financial assisting with the program. We are discussing developing a direct mail appeal and special event campaign as possible funding sources. We are always looking for other foundations that might support this program, especially to support the expanded use of nuisance deterrents.

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 will put out a press release announcing the program and acknowledging the license plate fund. We will post the logo on Facebook, other social media platforms and in our E-newsletter (2,000 subscribers) to promote the license plate program. This year we plan to directly email each user of the Low Cost Spay & Neuter Clinic and tie the license plate program to the ability of the Pensacola Humane Society to offer reduced services. We will promote the fund on all spay and neuter clinic receipts. We will also promote the program quarterly on our Facebook and Instagram pages (10,000 likes) to encourage purchasing the plates.