

Grant ID: 1759

Title of Proposal: Beat the Heat - Spay and Neuter Can't Be Beat  
Agency Type: Non-Profit  
Total Funding Requested: \$25,000.00  
Check Payable To: Pet Pal Rescue, Inc.

### Application Information

#### Demographics

Name of Applicant Agency: Pet Pal Rescue, Inc. **Website Address:** <http://petpalanimalshelter.com/>  
Person Submitting Proposal: Becky Bunch **Position:** HR/Accounting  
**Person Submitting Proposal Email Address:** accounting@petpalanimalshelter.com  
Agency Head: SCOTT DALY **Agency Head Email:** accounting@petpalanimalshelter.com  
Organization Business Address: 405 22nd St S **City:** SAINT PETERSBURG  
State: FL **Zip:** 33712  
Phone (xxx-xxx-xxxx): 727-328-7738 **Fax:** 727-328-1804  
Cell: 727-424-0261

#### Agency Details

Date of 501(c)(3) Incorporation: 01/02/1990  
Dates of Last Fiscal Year: **Begin:** 01/01/17 **End:** 12/31/17  
Organization Income in Last Fiscal Year: \$2,684,809.00  
Organization Expenses in Last Fiscal Year: \$1,783,991.00  
Number of Paid Employees: Full Time: 19 Part Time: 9  
Number of Active Volunteers: 125  
Total Volunteer Hours per Week: 250.00  
How did you learn of the 2009 Florida Animal Friend grant competition? By buying two Animal Friend license plates at the Department of Motor Vehicles.  
Year(s) of previous Florida

Animal Friend grants (if applicable):

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

Auto-Generated (Previous Applications):	Grant #	Proposal Year	Proposal Title	Status
	1759	2018	Beat the Heat - Spay and Neuter Can't Be Beat	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
John Mead, DVM	Board Member	727-826-0918	Veterinarian
June Liggins	President	727-392-3449	Retired RN
Scott Daly	Treasurer	727-385-8025	Executive Director of Pet Pal
Sharon Gerson	Secretary	727-688-1360	RN

**Applicant Qualifications**

**For your organization, in the last complete fiscal year:**

**321 cats and 555 dogs were admitted.**

**281 cats and 537 dogs were adopted.**

**18 cats and 15 dogs were euthanized.**

**411 cats and 1025 dogs were sterilized.**

**Briefly describe your animal programs:**

- |   |   |  |  |
|---|---|--|--|
| <input 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 type="checkbox"/> Cruelty investigation                                 | <input checked="" type="checkbox"/> High volume spay/neuter clinic |
| <input 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 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?**

0

**If not all, how are animals selected for sterilization before adoption?**

N/A

**If not all, describe your sterilization policies and procedures for assuring sterilization after adoption:**

N/A

**Give additional background information on your organization's programs as they relate to this application and the qualifications of the personnel who will be in charge of this program. Show that you have the ability to carry out this program.**

We have an ongoing TNVR program and low-cost spay/neuter program in our low-cost clinic. As we have been the recipient of other grants for spay/neuter, we have excelled at completing all requirements of the prior grants within the time-frames of the grants. We have an excellent surgical suite that is set up to handle high volume spay/neuter. Our clinic personnel includes Veterinarians, Certified Veterinary Technicians, and Veterinary Assistants. We also run a Pit Bull Project to promote the adoption of this breed.

**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?**

Our ongoing spay/neuter program is low-cost, with clients paying \$35 for male and \$40 for female cats, and \$50 for male and \$60 for female dogs. We run specials throughout the year with the prices dropping to \$20 and \$25 (cats), and \$40 males and \$50 females (dogs). When we run the specials the difference is absorbed by the clinic's budget. These specials target different groups such as school personnel, military, seniors and those on some form of assistance. We are very fortunate that we sometimes have grant funds. Right now we have \$3,000 from a county grant that is for spay/neuter and \$4,000 for TNVR cats. Our goal is to quadruple the number of cats and dogs that we spay and neuter and we would like this grant to help us offset the cost so that we can offer even lower prices to our clients. We would like to offer even better pricing on our cat spay/neuters to try to get more clients in with their cats.

#### Target Population

Geographical target area (name of city, county, zip codes, geographical Information service (GIS), etc.):	Pinellas county
Total human population in target area:	949800
Percent of residents living below poverty in target area:	13.5%
Estimated number of pet cats in target area (human population divided by 3.3):	287819
Estimated number of pet dogs in target area (human population divided by 4.0):	237450
Estimated number of feral cats in target area (human population divided by 6.0):	158300
Number of cats admitted to animal control shelters in the target area last year (if known)	6742
Number of dogs admitted to animal control shelters in the target area last year (if known)	4463
Number of cats euthanized in animal control shelters in the target area last year (if known)	2709
Number of dogs euthanized in animal control shelters in the target area last year (if known)	716
Please explain if you believe your target area animal population is significantly different than above.	

I feel that the above numbers are an accurate representation of our populations.

Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:

We believe that many people continue to believe that every female dog and cat should have at least one litter. They further seem unaware of the number of animals euthanized due to overpopulation. Third, they find even a \$35 charge too much to pay if it is a choice between food on the table and neutering a cat due to their lack of funds. Especially with male dogs and cats, the owners know that the responsibility will lie with the female's owner's to deal with the offspring. Finally, the TNVR communities continue to spring up in areas with abandoned homes and our TNVR groups are always finding new populations even as they get the older populations under control. Finally, Pit Bulls continue to be difficult to adopt out but overwhelmingly popular to breed.

**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 very fortunate in Pinellas county to have a vibrant shelter and spay/neuter community. We have many low-cost facilities and the county is good at promoting TNVR through community grants. The largest issue with all groups is finding the funds to promote and provide spay and neuter services.

**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 zip codes we will focus on are 33711, 33712, 33713 and 33705. These have a total square mile area of 23.23.

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

These areas have large pockets of abandoned buildings, houses and vacant lots that are wonderful homes for community cats and ferals. These areas have low-income and high-unemployment. These reasons create many situations of abandoned cats that the owners leave behind or toss out when they can no longer afford to feed them. The high number of vacant properties are perfect homes for ferals as well.

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

The areas are largely residential with pockets of small businesses in a suburban setting. In some cases there are areas that read as rural even though they are surrounded by suburbia.

**Estimated number of cats in the target colony area :** 16000

**Estimated number that are currently sterilized:** 4000

**Projected reduction after utilizing the grant:** 460

**For TNR program, describe the ability to maintain lifelong care for remaining cats, commitment level of**

**volunteers/organizations, etc.**

We have been partnering with two community cat groups that maintain colonies. They are agreed to continue with our partnership and will handle the maintenance of the colonies. As they have many years of working with the colonies, they are well aware of the commitment needed to maintain these colonies. They are Nine Lives Kitten Rescue and Cat Trap Fever.

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

Yes

**Please explain what is allowed:**

Community cats are exempt from the county ordinances for being at large outdoors and being abandoned. They are exempt from the county licensing requirement. But caregivers must maintain a record of up-to-date rabies vaccination. If a community cat is impounded, it shall be held for seven days including the day of impoundment. A caregiver may redeem a community cat within the holding period upon paying the reclaim fees. The first time a community cat is impounded, the community cat will be micro  
**(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:**

Pinellas county has charged animal services with promoting and maintaining the TNVR program. Through animal services multiple non-profits are assisting with this population. This includes Operation:SNIP, Meow Now, Humane Society and us, Pet Pal.

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

The caregivers will provide appropriate food to the colonies to mitigate the cats seeing wildlife as food. The issue of prey behavior will continue to be a problem.

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

Our partners have been very successful working with neighbors of the community cats and in some instances have gotten them to become volunteers. They have also successfully moved colonies where the nuisance issue has not been able to be resolved.

**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.**

The program currently works and will continue to work as follows. Our partners go into a neighborhood and determine the colony size and makeup. They then contact neighbors to see if they know anything about how they are being fed and when the colony arrived. They trap as many cats as possible (usually around 20 per night) and bring the cats at 7 the next morning to our clinic. Any friendly cats or very small kittens are marked and they stay at the clinic where they will spend the night. Those ca

Objectives

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

We would like to increase our TNVR numbers from 110 to 460. We would like to increase our owned cats spay/neuter by 150 and owned dogs by 100.

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

By opening up additional financing for the clinic we will be able to complete more sterilizations. Our TNVR number would go up over 400% and our owned sterilizations would go up by 21% for cats and 8% for dogs.

Methods

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

We will offer subsidized sterilization to pet owners on any kind of social welfare program. They will need to provide proof of their eligibility.

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

We will place ads on our Facebook, and Instagram feeds. We will also place ads in the local free newspapers. As the free newspapers are delivered for free to each home there is a good chance that those that would qualify will see the ads. We also have radio stations that run ads for us for free.

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

We have volunteers that speak multiple languages. Radio ads will reach those that are illiterate. We will try to arrange transport for those that are not able to get here. Uber and taxis will be used.

**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.**

Owners will have to arrive with their pets even if we provide a taxi or Uber. It will be up to the owner to ensure that their pet is safely contained in a carrier or on-leash.

Veterinary Services

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

We have our own full service clinic that will be handling the spay and neuter surgeries. Our clinic is Pet Pal Clinic.

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.

	<b>Amount Paid by Client</b>	<b>Amount Paid by Project</b>	<b>Total Amount</b>
<b>Range for Male Cats</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$20.00"/>	<input type="text" value="\$30.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$10.00"/>	<input type="text" value="\$25.00"/>	<input type="text" value="\$35.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$15.00"/>	<input type="text" value="\$45.00"/>	<input type="text" value="\$60.00"/>
<b>Range for Female Dogs</b>	<input type="text" value="\$15.00"/>	<input type="text" value="\$55.00"/>	<input type="text" value="\$70.00"/>

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

	<b>Required, Optional, or Not Offered</b>	<b>Fee to Client?</b>
<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 \$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 \$15.00
<b>Pain 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 \$8.00
<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 \$10.00
<b>HW 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 \$15.00
<b>Feline Leuk/FIV</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
<b>County License</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$20.00
<b>Ear tipping</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Microchip</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
<b>Other</b>	<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 fees have all been reduced from our standard pricing. For instance the rabies is 33% less than our standard price of \$15.

**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.

<b>Name</b>	<b>Level of Involvement</b>
9 Lives Kitten Rescue, Inc.	They will also be involved in trapping and maintaining colonies. They will bring TNVR cats to the clinic to be spayed/neutered, ear-tipped and vaccinated. They will pick up the cats and house them overnight and then take them back to their home area after monitoring them overnight.
Cat Scratch Fever	They will lead in monitoring and maintaining current and new feral colonies. They will also bring in TNVR cats to the clinic to be spayed/neutered, ear-tipped and vaccinated. They will pick up the cats and house them overnight and then take them back to their home area after monitoring them overnight.
Pinellas County Animal Services	They will continue to provide monitoring of the program. They also will list our name on their website as an agency that can handle TNVR cats.

#### Other Information

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

We will work with local TNVR trapping groups to reduce the number of intact cats that can reproduce. We will work with our local community to offer low-cost spay/neuter services to owned dogs and cats.

#### Budget

**Total number of sterilization surgeries projected:**

**Cats: 610 Dogs: 100**

**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.):**

Vaccinations such as Bordetella, rabies, Canine Influenza, Canine and Feline Distemper, will be paid by the client at a reduced rate. We are reducing our standard rates from 8 to 33% on vaccinations. Microchipping will be reduced by 25% of our normal cost.

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

We are reducing our standard rates for spay/neuter services 14% on male cats, 12% on female cats, 31% on male dogs and 37% on female dogs for this grant.

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

77%

#### Timeline

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



**Projected start date:** 09/01/18/ **Projected end date:** 08/31/19

### **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 plan on establishing a donor program for the TNVR program. We are also going to "sell" spay/neuter services during our annual Puppy Love event. This event is a fundraiser with silent and live auctions. We will have people buy any number of spays/neuters that will be available for low-income constituents. Finally we will continue to apply for grants.

### 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.**

We are very active on social media and will advertise the spay/neuter programs as well as the Animal Friend license plate program. We will list this both of these items in our newspaper ads and our radio ads as well as on our website, newsletters and at all our social events. We have a minimum of three events each month.