

Grant ID: 1873

Title of Proposal: Charlotte County \$20 for 20th"

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: Animal Rescue Coalition

Application Information

Demographics

Name of Applicant Agency: Animal Rescue Coalition

Website Address: 6320 Tower Lane

Person Submitting Proposal: Mary Dietterle

Position: Executive Director

Person Submitting Proposal Email Address: mary@arcsrq.org

Agency Head: Mary Dietterle

Agency Head Email: mary@arcsrq.org

Organization Business Address: 6320 Tower Lane

City: Sarasota

State: FL

Zip: 34240

Phone (xxx-xxx-xxxx): 941-957-1955

Fax:

Cell: 203-807-2966

Agency Details

Date of 501(c)(3) Incorporation: 03/24/2004

Dates of Last Fiscal Year: Begin: 07/01/17 **End:** 06/30/18

Organization Income in Last Fiscal Year: \$754,176.00

Organization Expenses in Last Fiscal Year: \$794,989.00

Number of Paid Employees: Full Time: 5 Part Time: 5

Number of Active Volunteers: 8

Total Volunteer Hours per Week: 10.00

How did you learn of the 2009 Florida Animal Friend grant competition? We have received grants in the past and we have the FAF plate on our transport!!

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

Previous Florida Animal Friend Applications: Years Funded: 5 (2006, 2008, 2010, 2015, 2017) Year(s) denied/incomplete: 4 (2014, 2013, 2012, 2016)

Grant #	Proposal Year	Proposal Title	Status
177	2010	Mobile Spay/Neuter Clinic	Funded
311	2012	ARC Mobile Spay/Neuter Program	Denied (not completed)
352	2013	Mobile Spay/Neuter Clinic	Denied (not completed)
1414	2014	Spay/Neuter Services	Denied (not completed)
1446	2015	Spay & Neuter Project	Funded
1622	2006		Funded
1623	2008		Funded
1659	2016	No More Unwanted Litters	Ineligible
1735	2017	Charlotte County Spay/Neuter 2017	Funded
1873	2019	Charlotte County \$20 for 20th"	Funded

Auto-Generated (Previous Applications):

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
Ava Whaley	Secretary	941-957-1955	Retired
Bruce Lesser	Board Member	941-957-1955	Retired
Chris Jones	Board Member	941-957-1955	Financial Services
Joanna Pace- Brackett	Board Chair	941-957-1955	Retired
Julie Bynum	Treasurer	941-957-1955	C.P.A.
Karen Gustafson	Vice-Chair	941-957-1955	Retired
Scott Bush	Board Member	941-957-1955	CEO - Suncoast Blood Bank
Shelley Sarbey	Board Member	941-957-1955	Volunteer
Tom Hudson	Board Member	941-957-1955	Attorney
Walt Carey	Board Member	941-957-1955	Retired

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.

2225 cats and 2603 dogs were sterilized.

Briefly describe your animal programs:

- Stray/Lost pet intake
- Foster Program
- Wellness services to understand pet owners
- Volunteer Program
- Owner surrendered animals
- Food Bank
- Cruelty investigation
- High volume spay/neuter clinic
- Lost and Found Program
- Behavior counseling
- Enforcement of ordinances
- Full service wellness clinic
- Adoption Program
- 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?

NA

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

NA

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.

ARC is a high-volume spay/neuter clinic operating the ASPCA Humane Alliance model. Our medical director is a DVM licensed to practice in the State of Florida. She is assisted by three veterinary technicians, one of which has been with ARC for 13 years. We are open to the public and to rescue groups to whom we further subsidize our rates. More than 25 rescue groups rely on ARC to spay/neuter the animals in their care. Our transport program provides free round trip transport to/from communities within a 60-mile radius. Currently, we focus transport on Charlotte and Desoto Counties but hope to expand that to Highlands, Hardee and Hillsborough Counties in 2019. ARC's Executive Director oversees all programs. She has over 25 years of experience running infrastructure and operations in the "for-profit" sector and brings her knowledge of efficiency, control and margin operations to ARC. ARC is the only organization in this area focused solely on spay and neuter.

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?

ARC focuses on Sarasota, Manatee, Charlotte and Desoto Counties. Sarasota and Manatee County provide funding spay and neuter for low-income families. Charlotte and Desoto Counties do not provide any funding. ARC works to raise funds through grants and donations to provide needed subsidies for these two counties. As noted further in the grant application, Charlotte County residents will not access our services unless we offer a considerable subsidy to our already low rates. Historically we have been able to offer a consistent subsidy through the support of national organizations like PetSmart Charities and The Petco Foundation and in 2017, through a grant from FAF. One of the national grants was not available to us this year, and the other is focused on rescue surgeries. While our donor fundraising efforts are successful, we have to distribute those funds across all of the counties we serve, and this will not provide sufficient funding for Charlotte County. For comparison - In 2016 we performed 735 surgeries in Charlotte County - 672 of those were with grant supporting a subsidy. In 2017 555 surgeries, 521 via grant subsidy. In 2018, 629 surgeries, 535 via grant subsidy. Without grant support, we expect our number for 2019 to be less than 100.

Target Population

Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):	Charlotte County
Total human population in target area:	159178
Percent of residents living below poverty in target area:	12.
Estimated number of pet cats in target area (human population divided by 3.3):	48236
Estimated number of pet dogs in target area (human population divided by 4.0):	39795
Estimated number of feral cats in target area (human population divided by 6.0):	26530
Number of cats admitted to animal control shelters in the target area last year (if known)	1467
Number of dogs admitted to animal control shelters in the target area last year (if known)	1140
Number of cats euthanized in animal control shelters in the target area last year (if known)	135
Number of dogs euthanized in animal control shelters in the target area last year (if known)	136
Please explain if you believe your target area animal population is significantly different than above. Charlotte County has a "snow-bird" population claiming residency in the state. I believe that may well skew the poverty level statistic, but I have no reason to believe that the animal population differs from the above.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: There are few resources focused on spay/neuter in the county as a whole. The county is large and has a rural section where there are a large amount of free-roaming animals as well as several pockets within the more developed area of the county where, according to census data and general knowledge, the poverty level hits closer to 18 to 20%. (33952 and 33960)	
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? There are regular veterinarians who provide this service but at prices above what people are willing or able to pay. I know that Suncoast Humane has spay/neuter services but again, at a price point that much of the public considers too high and spay/neuter is not the primary focus of that organization.	
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 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 experience with this county has shown that when given the option to spay/neuter their animal, the price is often the deciding factor. In the last three years, we performed less than 100 surgeries (per year) in Charlotte County, without some sort of subsidy. In those same years, we performed 500 to 600 surgeries with a cost to the client of \$25.00 or less. We hope to use the funds from this grant to allow us to bring the price point to \$20 so that we can provide this service to the residents of Charlotte County at a level where they will access spay/neuter.

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

With a limited number of grant funds available this year we know from experience that the number of surgeries we perform in this county will drop 10 to 15 percent of the last several years if we are unable to bring the price down. To my knowledge, there are no other spay/neuter surgeries available to this community at \$25.00 or less.

Methods

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

We will use low-income criteria as determined by government standards and guidelines. To qualify, clients must fall under Federal TRIO guidelines and/or be receiving any state or federal assistance such as WIC or Medicaid. This will be confirmed at the time of booking and verified on the day of the procedure.

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

ARC works closely with Animal Welfare League of Charlotte County, Charlotte County Animal Control and a group of dedicated volunteers within the community. We will provide flyers, and other print media for these groups to share with the public. We will also promote this throughout our social media channels. Facebook continues to be our best source of promotion. Our FB following is nearly 8,000 followers, and we find an immediate response whenever we post promotions like this.

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

All print media is presented in both English and Spanish. We provide free round trip transportation to and from this county on planned transport days. We have a regular publicized schedule that we also promote on Facebook. We have Spanish speaking staff available to book appointments and to answer any questions about the animal.

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.

Yes, animals are transported by ARC in a specially configured and air-conditioned vehicle that holds up to 25 animals. The number will vary based on species and size. ARC's Free transportation is a successful and safe method modeled after the ASPCA Humane Alliance program and is used by nearly 120 Humane Alliance trained clinics around the country. All animals are confined in carriers that are secured within the vehicle. Drivers and/or crew have veterinary technician training and are covered on our insurance policies.

Veterinary Services

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

ARC is a spay/neuter clinic with a full-time DVM who is our medical director. We employ relief veterinarians on an as needed basis.

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="\$20.00"/>	<input type="text" value="\$40.00"/>	<input type="text" value="\$60.00"/>
Range for Female Cats	<input type="text" value="\$20.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$70.00"/>
Range for Male Dogs	<input type="text" value="\$20.00"/>	<input type="text" value="\$75.00"/>	<input type="text" value="\$95.00"/>
Range for Female Dogs	<input type="text" value="\$20.00"/>	<input type="text" value="\$85.00"/>	<input type="text" value="\$105.00"/>

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 type="radio"/> Required <input type="radio"/> Optional <input checked="" 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="\$15.00"/>
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="\$15.00"/>
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="\$15.00"/>
HW Testing	<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="\$25.00"/>
Feline Leuk/FIV	<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="\$25.00"/>
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 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 checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="text" value="\$20.00"/>
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:

Pain meds are included in our pricing.

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
Animal Welfare League - Charlotte CTY	Will refer animal owners to ARC for services and will hand out flyers, etc.
Charlotte County Animal Control	Will distribute door tags and refer animal owners to us as they have in the past.
Kays Ponger Funeral Home -	They allow us to use their parking lot for a transport stop. They also help organize clients arriving to the transport that day.

Other Information

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

Spay/Neuter is our sole focus, and we count Charlotte County as one of "our" counties. The challenge with this is, unlike Sarasota and Manatee Counties that provide funding for low-income spay/neuter, Charlotte County does not. Because of this, we work closely with the other stakeholders to make sure that we seek funding to ensure that the "most" pet owners in this region have access to spay/neuter. With limited funds in this region this year, I am hoping to work more closely with the new Executive Director at AWL -Charlotte County to target specific neighborhoods where there is a clear need for spay/neuter.

Budget

Total number of sterilization surgeries projected:

Cats: 210 **Dogs:** 200

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

Average cost/surgery projected: \$61.00

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

Clients will pay \$20 per surgery. We find that clients are more likely to keep an appointment when they have a "co-pay" so this year we are moving from "free" to a "\$20.00 Spay/Neuter" program. Our "Lend A Paw" program can be made available if we find that a client's animal needs testing or is a "runner" that needs a microchip." All other expenses, transportation, and overheads are included in our operating budget. * for this grant we reduced our full priced dog spay to 105.00 as there are typically more small dogs coming through Charlotte County. Our regular female spay price is based on a large dog assumption.

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

ARC's general fundraising efforts allow us to provide these low-cost procedures. From time to time we have donor funds that we can use to grant further subsidies, but these funds are not necessarily available for Charlotte County. We use those funds more broadly and make them available in different ways to various groups/communities throughout the year. Of note: in the last several years funding from PetSmart Charities has contributed to a large number of surgeries in Charlotte and the surrounding counties through ARC and other spay/neuter organizations. Due, we believe, to some changes in PetSmart Charities criteria, the organizations in this area lost spay/neuter funding that had been consistently available to this region. While we understand that grants are not a "given", the impact of an immediate withdrawal of what I estimate to be 70k of grant money from this region is a problem. This is of great concern to us, and we are trying to adjust our planning and fundraising to make up for this.

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

76%

Timeline

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

Projected start date: 10/01/19/ **Projected end date:** 08/31/20

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.**

ARC's ongoing business model strives to continue to provide low-cost spay/neuter to everyone who needs it. Our annual fundraising gala when combined with other smaller fundraising activities allows us to support clinic operations and to provide a certain amount of additional subsidies and/or free surgeries. Our monthly vaccine clinics, full-priced surgeries and sales of prevention are revenue generating business lines that help sustain our mission work. We advertise and promote these to the general public, encouraging them to support spay and neuter efforts by coming to our clinic for these "basics." Our strategic planning committee is working to expand these margin areas to decrease our reliance on donations and fundraising, but the annual gala in Sarasota and fundraising projects will always be a part of our operating model.

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 have and will maintain the FAF logo on our website. We present and distribute FAF marketing material at our clinic and during offsite events. We announce grant awards through press releases, and we post about it on social media. Also, the FAF plate is a talking point when we speak to the press or the public. When asked how we raise funds, we specifically mention grants from organizations like Florida Animal Friends and identify the license plate. We appreciate the clear connection between the plate and the grant, and it seems to resonate with people. As an example; In July of 2018, we mentioned FAF on a DayTime TV segment. (Please note, they used the wrong License Plate graphic! They didn't ask us for it!!) The segment "ARC Helps Saves the Animals" can be found via a link on our website.