

Grant ID: 1828

Title of Proposal: Low Income Spay/Neuter Campaign for Daytona Beach and Holly Hill, FL

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: Halifax Humane Society

Application Information

Demographics

Name of Applicant Agency: Halifax Humane Society

Website Address: www.halifaxhumanesociety.org

Person Submitting Proposal: Pam Clayton

Position: Chief Financial & Development Officer

Person Submitting Proposal Email Address: pamc@halifaxhumanesociety.org

Agency Head: Miguel Abi-hassan

Agency Head Email: miguela@halifaxhumanesociety.org

Organization Business Address: 2364 LPGA Blvd.

City: Daytona

State: FL

Zip: 32124

Phone (xxx-xxx-xxxx): 386-274-4703

Fax: 386-267-0651

Cell:

Agency Details

Date of 501(c)(3) Incorporation: 01/01/1980

Dates of Last Fiscal Year: Begin: 01/01/18 **End:** 12/31/18

Organization Income in Last Fiscal Year: \$3,948,988.94

Organization Expenses in Last Fiscal Year: \$3,354,551.11

Number of Paid Employees: Full Time: 44 Part Time: 18

Number of Active Volunteers: 510

Total Volunteer Hours per Week: 550.43

How did you learn of the 2009 Florida Animal Friend grant competition? We have been fortunate to have been past grant recipients.

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

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

Auto-Generated (Previous Applications):

Grant #	Proposal Year	Proposal Title	Status
167	2010	Pit Bull Spay Neuter	Funded
323	2012	Free Spay/Neuter Program	Funded
1434	2014	Free Spay/Neuter Program	Denied (not completed)
1498	2015	Free Spay/Neuter Program	Funded
1504	2006		Funded
1505	2008		Funded
1686	2016	Spay/Neuter Grant Proposal	Ineligible
1728	2017	Daytona Beach, FL & Holly Hill, FL Low Income Spay/Neuter Initiative	Funded
1828	2019	Low Income Spay/Neuter Campaign for Daytona Beach and	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
Janice Scott	Member	386-255-9617	Retired
JJ Roberts	Member	386-846-6086	Doctor
Margaret Ferguson	Vice President	386-677-1614	Retired
Matt Banker	Member	386-615-8708	Business Owner
Melvin Stack	President	386-255-1925	Attorney
Michael Leonard	Treasurer	386-212-8224	Financial Planner
Nancy Lohman	Member	386-451-2011	Retired
Patricia Culler	Member	386-673-0328	Retired
Ted Serbousek	Member	386-527-5340	CPA
Vonda Sullivan	Secretary	386-316-7564	Marketing Executive

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

4236 cats and 2758 dogs were admitted.

1744 cats and 1721 dogs were adopted.

1267 cats and 231 dogs were euthanized.

6487 cats and 3741 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?****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.**

For more than 80 years Halifax Humane Society (HHS) has existed as an open admission shelter to serve all residents and animals across Volusia county. HHS addresses the needs of 25,000 animals annually through our 36 different programs which all support our mission of caring for the lost, abandoned, abused, and neglected animals while striving to reduce pet overpopulation through strategic spay/neuter initiatives. HHS understands that adoptions alone will not end euthanasia and pet overpopulation and therefore opened the Redinger Clinic a Humane Alliance low cost spay/neuter clinic in 2012. Since that time 42,641 animals have been sterilized at through that facility alone. This program will be managed by the following staff: Dr. J.N. Green, degree in Shelter Medicine, is our Veterinary Services Director providing medical care for animals at our shelter and overseeing Dr. Kerri Zavota who staffs our Redinger Clinic. Dr. J.N. Green is also available to perform procedures at Redinger Clinic if/when demand requires a second vet. Pam Clayton, Chief Financial & Development Officer, will provide administrative support for the grant

program to include overseeing marketing, monitoring the programs progress, and preparing all grant required reporting. Barry Kukes, Community Outreach Director, will promote both the grant program and Florida Animal Friend license plate program.

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?

Every animal adopted through Halifax Humane Society is sterilized to prevent future litters in our community. For those pet owners who do not acquire their pet through HHS, Redinger Clinic offers male cat procedures for \$25 and female cat procedures for \$40. Male dog procedures start at \$55 and females start at \$60 (based on size) generating approximately \$265,000 of revenue used to operate this strategically located clinic. Despite these low-cost services, there is a large population in Daytona Beach (28.1%) and Holly Hill (26.9%) who live in poverty and while they may want to alter their pet, they have absolutely no resources. Spay Neuter is primarily responsible for reducing our shelter intake by 43% since 2012 so HHS applies for all spay/neuter grant funding opportunities to continue to aggressively target this social problem. We are currently participating in a Shelter-Neuter-Return grant program which is limited to 500 community cats in Daytona Beach. Services are provided at the main shelter which is another example of our efforts to address challenges in this low-income community. HHS is determined to remove all barriers that prevent pet owners from responsibly sterilizing their pets. As the Redinger team is currently underutilized, serving approximately 29 animals per day, this provides an opportunity to serve an additional 1,300 animals over a year. FAF grant funds will make it possible for residents of our poorest communities, Daytona Beach and Holly Hill, to receive 100% subsidized procedures. Funds are also needed to translate program specifics to Spanish to meet the needs of that specific population.

Target Population

Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):	Daytona Beach, FL and Holly Hill, FL
Total human population in target area:	80,273
Percent of residents living below poverty in target area:	Daytona Beach 28.1% and Holly Hill 26.9%
Estimated number of pet cats in target area (human population divided by 3.3):	24326
Estimated number of pet dogs in target area (human population divided by 4.0):	20069
Estimated number of feral cats in target area (human population divided by 6.0):	13379
Number of cats admitted to animal control shelters in the target area last year (if known)	1175
Number of dogs admitted to animal control shelters in the target area last year (if known)	665
Number of cats euthanized in animal control shelters in the target area last year (if known)	411
Number of dogs euthanized in animal control shelters in the target area last year (if known)	65
Please explain if you believe your target area animal population is significantly different than above. Not applicable	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: The most substantial source of pet overpopulation in Daytona Beach and Holly Hill is likely due to residents living in poverty and not having the means to alter their pets. Intact owned cats allowed to roam outdoors exacerbate the problem by breeding with community cats who reproduce year round due to warm climate. In 2018 HHS took in 1,175 cats and 665 dogs from these bordering communities. Of those 441 cats and 65 dogs were euthanized.	
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? Private practice veterinarians in Volusia County charge current market rates (ranging from \$100 up to several hundred dollars per pet) and serve middle to high income families. Currently there are low-cost spay/neuter services available through HHS' Redinger Clinic and Volusia County. Services offered by the county are distance prohibitive for many residents of Daytona Beach and Holly Hill. These resources help low-income residents but are completely inadequate for those living in poverty. HHS is dedicated to seeking additional funding from partners like Florida Animal Friend to further empower our shelter to offer 100% subsidized sterilization for those who otherwise would never consider spay/neuter due to financial hardship.	
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 checked="" 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.

N/A

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

N/A

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

N/A

Estimated number of cats in the target colony area : 0

Estimated number that are currently sterilized: 0

Projected reduction after utilizing the grant: 0

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

N/A

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

Yes

Please explain what is allowed:

N/A

(NOTE: FAF will not fund any program this is inconsistent with local ordinances.)

For TNR program, list any groups or government agencies who support this TNR effort:

N/A

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

N/A

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

N/A

Will the cats be ear-tipped? Yes

Will the cats be microchipped? Yes

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

N/A

Objectives

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

Our goal to strategically maximize the grant funds are: 1. Offer 100% funded spay/neuter surgery to residents of the two municipalities having the highest poverty rates in our community - Daytona Beach and Holly Hill, Florida. They must present valid government issued ID proving residency within city limits. Animals needing a rabies vaccine as required by law or a microchip, a co-pay will be collected to cover those fees. 2. Sterilize approximately 325 cats and 200 dogs between September 1, 2019 and August 31, 2020. 3. As cats are such prolific breeders, this large number of sterilizations is expected to prevent thousands of unwanted cats arriving at HHS over the years. 4. Bring awareness to the community about Florida Animal Friend funding and how participation can help ensure future funding to benefit our community's animals.

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

How does this program increase the number of sterilization surgeries above the existing baseline? Currently, Redinger clinic consistently fills 29 surgery appointments per day at our standard low-cost prices but has the capability to perform up to 35 surgeries per day. This grant funding will provide the necessary resources to those who lack the most basic financial means and should increase our number of surgeries performed by at least 5%.

Methods

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

Pet owners will be required to present a valid government issued ID verifying that they reside in Daytona Beach or Holly Hill, Florida as these two municipalities have been identified as having the highest percentage of their populations living in poverty.

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

Halifax Humane Society receives daily requests for free spay/neuter services over the phone and when owners arrive at our shelter contemplating surrender due to lack of financial resources. Those that qualify will be notified of the opportunity and assisted with scheduling. Program information will be shared with outreach partners and animal control serving this demographic. It is likely that all funded procedures will be scheduled through word-of-mouth and these efforts. However, if appointments lag our Community Outreach Director will utilize all means necessary such as social media, PSA's with media partners, and e-blasts to fill any remaining appointments.

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

Redinger Clinic is centrally located in Daytona Beach which also borders Holly Hill making it convenient for pet owners. Promotional flyers will provide details about the program and the positive benefits of spay/neuter in both English and Spanish and will be distributed through our outreach partners and strategic locations in those communities. Staff will be trained to properly explain the program to qualified residents who may not understand the printed promotional materials to ensure they are able to participate.

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.

Animals would typically be transported by owners. If it is determined that transportation is a substantial barrier to participation, HHS would work to provide a solution to ensure the expected outcome.

Veterinary Services

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

Halifax Humane Society operates a Humane Alliance model community spay/neuter clinic called Redinger Spay/Neuter Clinic in Daytona Beach, FL. Dr. Green, Dr. Zavota, and their highly skilled team (all HHS employees) performs all procedures at our spay/neuter clinic.

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

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Halifax Humane Society's Redinger Clinic	600 Mason Ave. Ste 150	Daytona Beach	FL	32117	386-310-4935	<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="\$25.00"/>	<input type="text" value="\$25.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$45.00"/>	<input type="text" value="\$45.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$60.00"/>	<input type="text" value="\$60.00"/>
Range for Female Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$75.00"/>	<input type="text" value="\$75.00"/>

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="\$10.00"/>
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="\$15.00"/>

Feline Leuk/FIV Required Optional Not Available No Yes

County License Required Optional Not Available No Yes

Ear tipping Required Optional Not Available No Yes

Microchip Required Optional Not Available No Yes

Other Required Optional Not Available No 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:

To ensure compliance with state and local rabies law, rabies vaccination will be required without proof of current vaccination. Elective vaccinations and pet care products are offered at affordable prices. Halifax Humane Society as part of our mission requires all animals to be micro-chipped to ensure that lost animals are promptly returned to owners instead of lingering in a shelter setting.

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
Big John Radio Show on 1380 AM	Community Outreach Director has a regular segment with the Big John Show in which he will promote grant availability to residents of Daytona Beach and Holly Hill.
Concerned Citizens for Animal Welfare	Volunteers will encourage low-income residents to take advantage of this opportunity to alter their pet which will reduce roaming and unwanted litters.
Council on Aging	Volunteers will communicate this opportunity to seniors utilizing Council on Aging services living in Daytona Beach and Holly Hill.
Daytona Beach Animal Control	Officers will act as our eyes and ears on the ground by helping to distribute postcards/flyers advertising the spay/neuter services being funded by this grant.
Holly Hill Animal Control	Officers will act as our eyes and ears on the ground by helping to distribute postcards/flyers advertising the spay/neuter services being funded by this grant.
Hush Puppy Haven	Team will promote the grant opportunity to domestic abuse clients with pets they serve residing in Daytona Beach and Holly Hill.

Other Information

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

Community cats and bully breeds are the most significant part of the continuing pet overpopulation in our community. That combined with entrenched barriers such as poverty and cultural resistance make this grant funding critical to our ability to reduce unnecessary euthanasia.

Budget

Total number of sterilization surgeries projected:

Cats: 325 **Dogs:** 200

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

Average cost/surgery projected: \$48.00

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

Cost of spay/neuter surgery is covered by grant funds. A small co-pay will be charged for rabies vaccination if due and microchip. Any elective services will be paid by the pet owner.

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

In 2018 a grant was received for Shelter-Neuter-Return for community cats in Daytona Beach. Profits from Redinger clinic will subsidize the rising costs of rabies vaccine. The community provides donations for spay/neuter which will help mitigate the additional cost of the more invasive spay procedures and larger dogs.

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

90%

Timeline

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

Projected start date: 09/01/19/ **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.**

Halifax Humane Society will continue to offer affordable low-cost spay/neuter services at Redinger Clinic. All relevant and available grants along with foundation support for spay/neuter support will continuously be sought after to supplement services for targeted demographics. Development of collaborative partnerships in our region will enhance services through shared resources and strategies to serve even more animals.

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.**

Halifax Humane Society will promote the Florida Animal Friend License plate every available opportunity: 1. Provide FAF information displays in each of our four locations to increase exposure and promotion - main shelter, boarding & grooming center, thrift store and of course our low-cost spay/neuter clinic. 2. Distribute a press release to publicly acknowledge the generosity of FAF spay/neuter campaign and its importance to the pet overpopulation issues in our community. 3. Provide FAF flyer in each adoption packet. In 2018 3,669 adoptions. 4. Include complimentary advertisement in our bi-annual Sandy Paws Magazine with circulation of 5,000 donors, members, and friends. 5. Promote the FAF License Plate program on Halifax Humane