

Grant ID: 1897

**Title of Proposal:** TNVR Pinellas  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$20,000.00  
**Check Payable To:** MEOW Now, Inc.

Application Information

Demographics

**Name of Applicant Agency:** MEOW Now, Inc. **Website Address:** www.meownowfl.org  
**Person Submitting Proposal:** Cathy Unruh **Position:** Board Secretary  
**Person Submitting Proposal Email Address:** cathy.unruh@tomcatmail.com  
**Agency Head:** Chad Thompson **Agency Head Email:** cthompson@meownowfl.org  
**Organization Business Address:** 6822 22nd Avenue North **City:** St. Petersburg  
**State:** FL **Zip:** 33710  
**Phone (xxx-xxx-xxxx):** 727-203-5255 **Fax:**  
**Cell:** 727-424-5000

Agency Details

**Date of 501(c)(3) Incorporation:** 10/03/2014

**Dates of Last Fiscal Year: Begin:** 01/01/19 **End:** 12/31/19

**Organization Income in Last Fiscal Year:** \$130,530.96

**Organization Expenses in Last Fiscal Year:** \$103,062.38

**Number of Paid Employees:** Full Time: 1 Part Time: 0

**Number of Active Volunteers:** 50

**Total Volunteer Hours per Week:** 150.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** General knowledge in animal welfare community; past grant recipient.

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

**Previous Florida Animal Friend Applications:** Years Funded: 2016 Year(s) denied/incomplete:

Grant #	Proposal Year	Proposal Title	Status
1642	2016	Pinellas TNVR	Funded
1897	2020	TNVR Pinellas	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
Cathy Unruh	Secretary	727-424-5000	n/a (former journalist)
Dan Hester	President & Treasurer	727-642-3442	Retired Banker
Marilyn Weaver	Volunteer Coordinator	941-304-3749	n/a

**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.**

**952 cats and 0 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.**

MEOW Now is the first and only TNVR organization in Pinellas County; we lobbied for, and won, the legalization of TNVR that makes our work possible. We began operations in 2015 with only one paid employee, our Executive Director. We rely heavily on our volunteer force and our working board. All board members are experienced in hands-on TNVR and we also have skills in administration, marketing, recruitment, fundraising, etc. - the skills necessary to manage and sustain a non-profit.

**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 overall TNVR goal for 2020 is at least 1,800 cats. We are on track to meet or exceed that and must constantly raise funds to pay for surgeries and all the companion costs to TNVR. In June 2019, the three founders of MEOW Now re-took control of the organization as it faced dissolution in the face of a fiscal crisis under its then-leadership. The three founders, now the current board, invest their own financial resources, as well as their time and skills, in restoring MEOW Now to productivity and a positive balance sheet. Additional resources would add some security to the bottom line and help ensure our ability to reach our goals.

**Target Population**

<b>Geographical target area (name of city, county, zip codes, geographical information service (GIS), etc.):</b>	Largo & Clearwater, FL
<b>Total human population in target area:</b>	202,000
<b>Percent of residents living below poverty in target area:</b>	15%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	61213
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	50500
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	33667
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	N/A
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	N/A

<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	N/A
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
We do not dispute the 6% of human population in order to guesstimate the number of feral cats in a geographic area. We currently have over 1,000 cats on our wait list for TNVR in our target area, as reported by their caregivers.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
Failure to spay/neuter is an ongoing problem, and acute among the community cat population we serve. Poverty and a significant seasonal, transient human population contribute to this problem. Concentrated TNVR is essential to curbing the community cat overpopulation.	
<b>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?</b>	
Spay/neuter services for community cats are scarce in the target area. MEOW Now transports cats to a handful of non-profits who perform low-cost spay/neuter for us. Maximum number of surgeries performed by any of these non-profits is 50 per week. For the larger pet population, the situation is not much better. Most pet parents must be able to afford commercial veterinary care or go without. Pinellas County, in which Largo and Clearwater are situated, would benefit greatly from a high-volume, low-cost spay/neuter clinic.	
<b>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:</b>	
<input type="checkbox"/> Pets in low-income families <input type="checkbox"/> Pit Bull / large breed dogs <input checked="" 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.**

The municipality of Largo is 19.2 square miles. The municipality of Clearwater is 35.92 square miles.

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

MEOW Now offers TNVR services in Pinellas County. We use the CatStats platform to have caregivers register their colonies and numbers of cats in need of TNVR on our website. Largo and Clearwater are the two areas with the highest number of cats registered. Thus we will target those two municipalities with these grant monies.

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

Clearwater and Largo are predominantly urban, with a mix of residential and commercial.

**Estimated number of cats in the target colony area :** 1682

**Estimated number that are currently sterilized:** 669

**Projected reduction after utilizing the grant:** 769

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

\*Please note that the numbers listed directly above are cats registered on our website as of the writing of this application. All cats have full-time colony caregivers who provide food, water, oversight and, in some cases, shelter. MEOW Now uses a roster of committed volunteers to trap, transport, and return cats in need of spay/neuter surgery and vaccinations. Both caregivers and our organization are committed to ensuring the healthiest, longest lives possible for every cat we serve.

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

Yes

**Please explain what is allowed:**

Colonies may reside on private property and on another's property with permission of the landowner. Colony caregivers must provide food and clean, potable water on a daily basis, and medical care as necessary. Food may be provided for any three hours during a 24-hour time period. Any organization wishing to perform TNVR must obtain permission from the Director of Pinellas County Animal Services.

**(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:**

MEOW Now is the first and only TNVR organization in Pinellas County. Our work is endorsed by Pinellas County Animal Services; surgeries are provided by Pet Pal Animal Clinic; Friends of Strays; Operation: SNIP; Humane Society of Tampa Bay.

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

The ready availability of food and water combined with sterilization drastically reduces any need or desire to hunt for food. Food is offered at times and in contained manners that do not attract wildlife. Additionally, cats are not returned in proximity to public lands such as parks.

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

Cats we serve reside in colonies overseen by caregivers and tend to stay close to the colony locations, which are a ready site for food, water, and often, affection. TNVR eliminates or greatly reduces nuisance behaviors such as wandering, spraying, hunting, fighting for mates or territories, and yowling. If any citizen does report a nuisance behavior to Pinellas County Animal Services, we may be notified and will mediate the situation.

**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.**

With a single employee, we rely heavily on volunteers for our weekly trappings. With FAF grant monies, we will deploy volunteers to Largo and Clearwater, where \$20,000 will allow us to TNVR 769 cats, making a significant dent in the known population. Cats are transported to our facility for pre-surgery housing and post-surgery recovery, after which transporters return them to their home colonies.

## Objectives

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

769 spay/neuter surgeries for community cats residing in managed colonies in Largo and Clearwater.

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

It provides funds that we would otherwise have to solicit via donations - funds that would take a longer time to raise via donations. It allows us to use those funds for targeted efforts within two specific known locations of large numbers of community cats. Such targeting is always our goal but is not always possible, given that we serve the entirety of Pinellas County and the demand is great - well beyond our current resources. This grant will make possible targeted TNVR within the two areas of greatest need.

## Methods

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

Eligible cats must reside within managed colonies in the municipalities of Largo and Clearwater. Sterilization of those cats must be beyond the economic resources of their caregivers (the majority of registered caregivers cannot afford mass sterilization and, in many cases, any sterilization at all).

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

The FAF grant and consequent targeted TNVR program will be advertised on our social media platforms and website, and via email blast to caregivers registered in the target areas. A significant portion of the target audience, caregivers in Largo and Clearwater, are already registered with us on CatStats.

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

We routinely provide transportation of cats pre- and post-surgery and will do so in this case. We are experienced in face-to-face interaction with caregivers and citizens residing near community cat colonies and do not find either illiteracy or cultural hurdles to be a barrier to our work. Should a bilingual volunteer be necessary for communication, we can provide one.

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

Our sole employee - the Executive Director - and our volunteers provide transportation using our two cargo vans. Cats are transported in their secure traps, with towels on top of the traps and materials for catching waste beneath them. All transporters are trained in proper handling of the cats and traps, and are required to sign liability waivers as well as provide proof of a good driving record.

## Veterinary Services

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

Veterinarians secured by our non-profit partners provide our surgeries, primarily on Mondays, as we trap most of the cats on weekends.

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

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Friends of Strays	2911 47th Avenue North	St. Petersburg	FL	33714	727-522-6566	<input checked="" type="checkbox"/>
Humane Society of Tampa Bay	3607 N. Armenia Avenue	Tampa	Florida	33607	813-876-7138	<input type="checkbox"/>
Operation: SNIP	13521 Walsingham Road	Largo	Florida	33774	727-595-1983	<input type="checkbox"/>
Pet Pal Animal Clinic	1900 34th Street South	St. Petersburg	Florida	33711	727-328-7729	<input 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
<b>Range for Male Cats</b>	<input type="text" value="\$14.00"/>	<input type="text" value="\$26.00"/>	<input type="text" value="\$40.00"/>
<b>Range for Female Cats</b>	<input type="text" value="\$24.00"/>	<input type="text" value="\$26.00"/>	<input type="text" value="\$50.00"/>
<b>Range for Male Dogs</b>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
<b>Range for Female Dogs</b>	<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?
<b>Examination</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Rabies Vaccination if Due</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>Other Vaccination if Due</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<b>Pain Medication</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>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 <input type="text" value="\$5.00"/>
<b>HW Testing</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>Feline Leuk/FIV</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>County License</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>Ear tipping</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>Microchip</b>	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input type="radio"/> No <input type="radio"/> Yes
<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:**

Vaccinations and eartipping are routinely included in the spay/neuter process and pricing, as our non-profit surgery providers/partners share our goal of TNVR'ing as many cats as possible and appreciate that we do the field work.

**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
Friends of Strays	Besides providing TNVR services, we foster any kitten found in the field who is too small or too sick for immediate sterilization. Once socialized and sterilized, they are placed up for adoption. Friends of Strays is one of our adoption outlets as well as our lead veterinary provider.
Humane Society of Pinellas	Besides providing TNVR services, we foster any kitten found in the field who is too small or too sick for immediate sterilization. Once socialized and sterilized, they are placed up for adoption. Humane Society of Pinellas is one of our adoption outlets.
Pet Pal Animal Shelter	Besides providing TNVR services, we foster any kitten found in the field who is too small or too sick for immediate sterilization. Once socialized and sterilized, they are placed up for adoption. Pet Pal Animal Shelter is one of our adoption outlets.
Pinellas Animal Hospital	Pinellas Animal Hospital is our chief provider of low-cost, emergency and compassionate care to cats who have medical needs other than sterilization.
Pinellas County Animal Services	Distributes information regarding MEOW Now TNVR services; refers known colonies and/or cats to us for services; dispatches an ACO to any location referred by us as needing ACO attention; works with us in reporting operations and aspirations to county commissioners.
St. Francis Society Animal Rescue	St. Francis has taken injured cats found in the field by MEOW Now and provided the medical care necessary for recovery and eventual adoption.

## Other Information

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

Numbers of cats in the target areas will almost certainly grow between the date of this application and the date that grant monies are received. We are also likely to learn of more cats while in the field. We will endeavor to s/n every community cat who becomes known to us in Largo and Clearwater while performing the targeted TNVR, to the extent that resources allow.

## Budget

**Total number of sterilization surgeries projected:**

**Cats:** 769 **Dogs:** 0

**Total budget requested (Budget should not exceed \$25,000):** \$20,000.00

**Average cost/surgery projected:** \$26.00

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

As explained earlier, vaccines and eartipping are included in all of our surgery costs as a matter of principle via our providers; they are not broken out. Expenses beyond the surgeries include carry costs for housing and food; transportation, which includes fuel, repairs, and insurance; and capital costs such as traps and equipment. All expenses are covered entirely by donations and grants; we receive no governmental assistance.

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

Our operational budget is not broken out for geographical areas; we perform TNVR throughout the county. Priority is generally given to those who are most in need and/or who have waited the longest. We TNVR as many cats as our resources and surgery availabilities allow. This grant will enable us to add intense targeting of two critical areas to our immediate agenda.

**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:** 09/01/20/    **Projected end date:** 08/31/21

### **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 will continue our current practice of soliciting donations on all platforms available to us, along with holding multiple fundraising events each month and applying for any grants that will support our TNVR efforts. Additionally, we have met individually with each Pinellas County Commissioner and the Pinellas County Administrator, requesting county financial assistance beginning in the upcoming budget year. We believe that we provide a service to the county and that taxpayer funds should be allotted to help ensure sustainability of the organization and expand its efforts. MEOW Now has the support of Pinellas County Animal Services in this request. This requested explanation regards the future, but please permit a digression to an important point about the past. The three founders of MEOW Now re-took control of the organization in June 2019, after it had been mismanaged, financially drained, and was heading toward dissolution under the leadership then in place. In the final six months of 2019, we (the founders) revitalized the organization and did twice as much TNVR as in the previous six months. We are intent on securing future sustainability so that such a fiasco does not occur again; inclusion in the county budget would be a significant contribution to this. We request that the grant committee keep in mind that the founders (again, the current board) were not in control of the organization in 2018, for which the 990 is attached, and were in control for only six and a half months of 2019 - beginning June 13 - for which the financials are attached. Thank you.

## 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 will promote the Florida Animal Friend grant and license plate sales via our website, Facebook, Instagram, and e-blasts to our caregivers and volunteers, along with a news release. Additionally, some MEOW Now principals promote it constantly by having the license plate on our cars, including the author of this grant application :).