

Grant ID: 2041

**Title of Proposal:** South Pinellas TNVR**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**Website Address:** www.meownowfl.org**Person Submitting Proposal:** Cathy Unruh**Position:** Co-founder; Secretary**Person Submitting Proposal Email Address:** cathy.unruh@tomcatmail.com**Agency Head Email:** cthompson@meownowfl.org**Agency Head:** Chad Thompson**City:** St. Petersburg**Organization Business Address:** 6822 22nd Avenue North, #195**Zip:** 33710**State:** FL**Fax:****Phone (xxx-xxx-xxxx):** 727-203-5255**Cell:** 757-581-0241

### Agency Details

**Date of 501(c)(3) Incorporation:** 01/27/2014**Dates of Last Fiscal Year:** Begin: 01/01/21 End: 12/31/21**Organization Income in Last Fiscal Year:** \$187,910.00**Organization Expenses in Last Fiscal Year:** \$179,670.00**Number of Paid Employees:** Full Time: 1 Part Time: 1**Number of Active Volunteers:** 85**Total Volunteer Hours per Week:** 160.00**How did you learn of the 2009 Florida Animal Friend grant competition?** We have participated (and been grateful recipients) in the past.**Year(s) of previous Florida Animal Friend grants (if applicable):****Previous Florida Animal Friend Applications:** Years Funded: 2016, 2020 Year(s) denied/incomplete: 2017

Grant #	Proposal Year	Proposal Title	Status
1642	2016	Pinellas TNVR	Funded
1897	2020	TNVR Pinellas	Funded
2041	2022	South Pinellas TNVR	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
Cathy Unruh	Secretary	727-424-5000	retired journalist
Dan Hester	President; Treasurer	727-642-3442	retired banker
Marilyn Weaver	Director	941-304-3749	n/a

**Applicant Qualifications****For your organization, in the last complete fiscal year:****0 cats and 0 dogs were admitted.****186 cats and 0 dogs were adopted.****3 cats and 0 dogs were euthanized.****1817 cats and 0 dogs were sterilized.****Briefly describe your animal programs:**

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Stray/Lost pet intake       | <input checked="" type="checkbox"/> Foster Program | <input type="checkbox"/> Wellness services to understand pet owners | <input checked="" type="checkbox"/> Volunteer Program   |
| <input type="checkbox"/> Owner surrendered animals   | <input type="checkbox"/> Food Bank                 | <input type="checkbox"/> Cruelty investigation                      | <input type="checkbox"/> High volume spay/neuter clinic |
| <input type="checkbox"/> Lost and Found Program      | <input type="checkbox"/> Behavior counseling       | <input type="checkbox"/> Enforcement of ordinances                  | <input 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?****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.**

As a TNVR organization, we do not directly provide spay/neuter services. Rather, we work with partner agencies who provide surgeries for the cats we trap. MEOW Now houses the cats pre- and post-surgery; secures auxiliary veterinary care as necessary; returns the spayed, neutered, vaccinated, and eartipped cats to their caregivers; fosters kittens found in the field who are too young or too sick for TNVR; and adopts the kittens out once they are socialized, sterilized, microchipped, and up to date on vaccinations. We began our work in 2015 with a single fulltime employee and remain a largely volunteer organization, now with the fulltime employee as our Operations Director and a part-time employee as Administrative Director.

**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?**

As described above, we do not directly administer a sterilization program but we must pay for the surgeries we secure for our TNVR cats. We generally fill every surgery slot available to us and could use many more, given the large number of community cats in Pinellas County. We hope for a rebound in surgery offerings during this fiscal year, with Covid consequences somewhat lesser and a couple of previous surgery providers planning to come back online. More surgery slots mean more expenses. We are dependent on donations and grants to meet those expenses and thus we are back to apply for another FAF grant now that we are once again eligible.

**Florida Animal Friend grants are for low-cost and/or no-cost spay/neuter programs; If you currently have such a program, please describe**

Please see above. The number of sterilized cats refers to the cats who went via our program to s/n provided by veterinary partners. This is no-cost spay/neuter for community cat caregivers, as the expense is borne by MEOW Now; we do accept donations from caregivers when possible, but the vast majority are unable to make significant donations, if at all.

**Number of animals sterilized in that program in the past year:****Cats: Dogs: 0****Target Population**

<b>Geographical target area (name of city, county, zip codes, geographical Information service (GIS), etc.):</b>	St. Petersburg and Gulfport, Pinellas County
<b>Total human population in target area:</b>	270,091
<b>Percent of residents living below poverty in target area:</b>	St Petersburg: 13.4% Gulfport: 9.6%

<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	81846
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	67523
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	45016
<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

**Please explain if you believe your target area animal population is significantly different than above.**

We accept and use the formula of human population divided by six to estimate feral cat population.

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

Low income levels and lack of knowledge about spay/neuter are likely the most substantial sources of overpopulation. Even if people know about spay/neuter, they often feel they cannot afford it and, in some cases, do not believe that it is the right thing to do. Thankfully, knowledge of TNVR is much more widespread than it was when we first began work, and we are usually warmly accepted when we step in to assist with free-roaming cats in these areas (and throughout the county).

**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?**

Spay/neuter is scarce and expensive in the target areas. The two agencies offering s/n in St. Pete charge from \$40 to \$110 per cat. Fortunately, we are able to secure low-cost surgeries from our non-profit providers for the free-roaming cats who are a significant portion of the overpopulation. We will transport cats to any surgery available in Pinellas County as well as in neighboring Hillsborough, where we are also able to obtain limited low-cost surgeries.

**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(s) 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.**

Boundaries are the city limits of incorporated St. Petersburg and incorporated Gulfport. St. Pete is 137.6 square miles and Gulfport is 3.8 square miles.

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

Target areas have been selected based on the numbers of community cats both known and believed to be living there. We know these to be high-population centers for free-roaming cats based on our field experience in St. Pete and Gulfport, as well as by the numbers of cats registered on our website - by caregivers entering their colony information in the CatStats platform we utilize.

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

The targeted area is a mix of urban and suburban, commercial and residential.

**Estimated number of cats in the target colony area : 4022**

**Estimated number that are currently sterilized: 2037**

**Projected reduction after utilizing the grant: 690**

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

We ensure that every community cat we TNVR has a caregiver: someone who provides food, water, oversight, and is able to obtain medical care as needed. The citizen volunteers who become caregivers to community cats are, in the main, extraordinarily dedicated to the cats, even at an expense level that can strain their budgets. Our organization is fortunate to have volunteers who are enthusiastic enough about TNVR to give of their time to ensure that we spay/neuter as many community cats as possible.

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

Yes

**Please explain what is allowed:**

Section 14-37 of the Pinellas County Animal Ordinance provides for TNVR as follows: 14-37. - Trap-neuter-vaccinate-return. (a) Trap-neuter-vaccinate-return (TNVR) activities and programs shall be authorized in Pinellas County in accordance with the provisions of this section. For the purposes of applying this section, the term "community cat" shall mean any feral or free-roaming cat that is cared for by one or more individual caregivers, provided that such cat shall be sterilized, vaccinated for

**(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 Commission; Pinellas County Animal Services; Humane Society of Pinellas; Friends of Strays; Pet Pal Animal Shelter and Clinic; Operation SNIP; Pinellas Animal Hospital; Steele Animal Hospital; Humane Society of Tampa Bay.

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

TNVR with caregivers has built-in benefits for any local wildlife that could become prey to community cats. Cats who have a designated colony where they can reliably find food and water have little incentive to wander outside their territories in order to hunt. Their tendency to wander is further reduced by spay/neuter, which obviates their need to roam in order to find mates, along with the tendency to fight for territory.

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

Nuisance issues are reduced on several fronts via TNVR: as mentioned above, the tendency to wander and hunt is greatly reduced, as are spraying to mark territory, yowling that is associated with mating and hunting for mates; and even foraging for food in garbage cans and other outlets.

**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.**

Once granted the funds to target St. Pete and Gulfport specifically, we will focus on colonies we know to reside and need help there via CatStats registration, other citizen requests, and field experience. Our goal is to TNVR 100% of each colony we assist in order to end reproduction - and we return to colonies as needed in order to accomplish that goal. When we have the funds and person power to TNVR numerous colonies in close proximity to each other, maximum population control is realized.

## Objectives

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

We intend to TNVR 690 cats in the cities of St. Pete and Gulfport, if granted the full request of \$20,000.

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

As we are the only non-profit TNVR organization in Pinellas County, we know the baseline for community cat surgeries without us would be dramatically lower. We use every sterilization surgery slot we can obtain, as mentioned earlier in this application, and believe that our number of slots will increase this year as Covid recedes and s/n providers rebound with staff and resources.

## Methods

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

Every cat must have a caregiver to whom they can return after surgery, and must reside within St. Petersburg or Gulfport.

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

We will promote the grant, if received, but advertising the program per se is not necessary to reach the target audience. We have a long list of caregivers and colonies needing TNVR services in the target area and, as a grant recipient, will be able to immediately concentrate more resources on them.

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

We provide transport as part of our program; we have years of experience dealing with a wide range of demographics, cultures, and literacy levels among the caregivers we assist, along with their curious neighbors. We have been hugely successful in overcoming any barriers to our performing TNVR simply by educating citizens that TNVR is beneficial and we are there to do it for them. Where necessary, we also provide written materials in Spanish, as well as English.

**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.**

MEOW Now staff and designated volunteers provide transportation. Staff and select volunteers use our Ford cargo van and Jeep; other volunteers use their own vehicles. Anyone who drives a MEOW Now vehicle must provide a driver's license and proof of a clean driving record. Cats are confined in secure traps for all transport; the traps are covered with towels in order to keep the cats calm. All volunteers are required to sign a liability release for all jobs, not just transport. And every volunteer receives preparatory and on-the-job training, either from a staff member or an experienced volunteer.

## Veterinary Services

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

We receive surgeries from our partner non-profit agencies as they are available. These are not "private" vets per se, but vets on staff at the agencies.

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"/>
Harmony Vet Care	5420 Webb Rd. C2	Tampa,	FL	33615	813-871-0850	<input type="checkbox"/>
Humane Society of Pinellas	3040 Florida 590	Clearwater	FL	33759	727-797-7722	<input type="checkbox"/>
Humane Society of Tampa Bay	3607 N. Armenia Avenue	Tampa,	FL	33607	813-876-7138	<input type="checkbox"/>
Operation: SNIP	13521 Walsingham Road	Largo	FL	33774	727-595-1983	<input type="checkbox"/>
Pet Pal Veterinary Clinic	1900 34th Street South	St. Petersburg	FL	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, which is required) and not for other items such as testing, licensing, and capital purchases. However, \$2 per animal of grant funds can be used for rabies vaccination.

	Amount Paid by Client	Amount Paid by Project	Total Amount
<b>Range for Male Cats</b>	\$0.00	\$29.00	\$29.00
<b>Range for Female Cats</b>	\$0.00	\$29.00	\$29.00
<b>Range for Male Dogs</b>	\$0.00	\$0.00	\$0.00
<b>Range for Female Dogs</b>	\$0.00	\$0.00	\$0.00

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked: Required  Yes, Fee to client  No

#### Required, Optional, or Not Offered

#### Fee to Client?

**Examination**  Required  Optional  Not Available  No  Yes

**Rabies Vaccination if Due**  Required  Optional  Not Available  No  Yes

**Other Vaccination if Due**  Required  Optional  Not Available  No  Yes

**Pain Medication**  Required  Optional  Not Available  No  Yes

**Parasite Medication**  Required  Optional  Not Available  No  Yes

**HW Testing**  Required  Optional  Not Available  No  Yes

**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 which is required and \$2 per animal for rabies vaccination.**

**If necessary, please explain the procedures and fees described above:**

I was unable to actually enter a range of fees, which are from \$20 - \$35, averaging out to \$29 per cat. Vaccinations other than rabies are optional, as we have trained staff and volunteers who can administer vaccines at much lower cost. We test foster kittens for FeLV and FIV but do not test community cats except in rare cases where one presents as symptomatic. County licenses are not required for TNVR cats. We eartip every cat being returned to a colony and caregiver, but generally do not eartip cats being placed up for adoption, hence that is also listed as optional.

**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
Cat Kids Rescue	Assists with foster and adoption.
Fluff Animal Rescue	Assists with foster and adoption.
Kathy's Cat Rescue	Assists with foster and adoption.
Kneady Kitty Rescue	Assists with foster and adoption.
Paw Warriors	Assists with foster and adoption.
Pinellas Animal Hospital	Handles veterinary needs for foster kittens and sick or injured cats.
Pinellas County Animal Services	Notifies us of eartipped cats in their custody so that we can attempt to find the caregiver. Advises us of locations/citizens/cats needing TNVR assistance. Granted us money to assist with TNVR for the first time in 2021.
Save our Strays	Assists with foster and adoption.
Savvy Mortgage Lenders	Sponsors a portion of one weekend's TNVR per month.
Steele Animal Hospital	Can handle veterinary needs for kittens and sick or injured cats; occasional surgeries for one or two community cats.
The Runaways Animal Rescue	Assists with foster and adoption.

## 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 focus our TNVR efforts on the target areas during mass weekend trappings, when we have the most surgery slots available. If there are stragglers in the colony, we attempt to trap them during the week and secure surgery slots here and there as best we can. (We do not trap unless we are assured of the surgery space.)

## Budget

**Total number of sterilization surgeries projected:**

Cats: 690 Dogs: 0

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

**Average cost/surgery projected:** \$29.00

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

We generally purchase and administer vaccines, other than rabies, ourselves. We buy microchips in bulk and our spay/neuter providers insert them at no cost during surgery.

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

We will draw from our operating budget to supplement the work in the target areas. We will also work to secure other grants as available and may launch a targeted fundraising drive, TBD. The percentage listed below - 34.7% - is the number of cats the grant would cover for spay/neuter out of the entire estimated population of the target areas.

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

34.7%

/td>

**All projects must be completed within 12 months of receipt of funding, with the final report submitted no later than September 1 of the following year.**

**Projected start date:** 08/30/22    **Projected end date:** 08/30/23

## 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 to fund our work via the following avenues: --donations solicited via social media and direct appeal --regularly scheduled donations from supporters --grants as available --financial backing from board of directors --fundraising events, which we hope to escalate this year due to the easing of the pandemic

## 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 celebrate the grant and promote the license plate on our website, Facebook, and Instagram pages; write and distribute a news release; and share news of the grant with our supporters via a newsletter and e-blasts.**

**Number of FAF specialty plates on vehicles of staff and/or volunteers:**

2 of 3 board members; otherwise unknown.