

Grant ID: 2097

Title of Proposal: Pet Alliance Community Cat Initiative - Downtown Orlando

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: Pet Alliance of Greater Orlando

Application Information

Demographics

Name of Applicant Agency: Pet Alliance of Greater Orlando

Website Address: petallianceorlando.org

Person Submitting Proposal: Cathy Rodgers

Position: Director of Development & Communications

Person Submitting Proposal Email Address: crodgers@petallianceorlando.org

Agency Head: Stephen Bardy

Agency Head Email: sbardy@petallianceorlando.org

Organization Business Address: 333 S. Garland Ave., 13th Floor

City: Orlando

State: FL

Zip: 32801

Phone (xxx-xxx-xxxx): 407-351-7722

County: Orange

Cell:

Fax:

Agency Details

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

Dates of Last Fiscal Year: Begin: 07/01/21 **End:** 06/30/22

Organization Income in Last Fiscal Year: \$11,986,009.00

Organization Expenses in Last Fiscal Year: \$5,328,428.00

Number of Paid Employees: Full Time: 59 Part Time: 0

Number of Active Volunteers: 250

Total Volunteer Hours per Week: 300.00

How did you learn of the 2009 Florida Animal Friend grant competition? Previous applicant

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

Previous Florida Animal Friend Applications: Years Funded: 2020 Year(s) denied/incomplete: 2017,2018

Auto-Generated (Previous Applications):

Grant #	Proposal Year	Proposal Title	Status
1720	2017	Central Florida Spay/Neuter	Denied
1883	2020	Community Cat Initiative - Orlando	Funded
2097	2023	Pet Alliance Community Cat Initiative - Downtown Orlando	Funded

***Type of Organization (check all that apply):**

- Municipal Animal Shelter
- Private Animal Shelter
- Private Animal Shelter with Municipal Contract
- Public Spay/Neuter Services
- Other Public Veterinary Services
- Private Non-Profit Agency
 - TNR Group
 - Rescue Group
- Other

List the current board of directors of your nonprofit organization (Not required of governmental agency):

Name	Title
Brian Davis	Treasurer
Christine O'Neal	Vice Chair
Jason Watkins	Member
Josh Powers	Chair
Julie Axelrod	Secretary
Kerri Farrell	Member
Lindy Moore	Member
Louise Philp	Member
Luke Partridge	Member
Padgett McCormick	Member
Suzanne Magee-Fleming	Member

Applicant Qualifications

For your organization, in the last complete fiscal year:

3083 cats and 1495 dogs were admitted.

3109 cats and 1497 dogs were adopted, transferred, or other live outcome.

44 cats and 17 dogs were euthanized.

2447 cats and 922 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

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 capacity to carry out this program.

Pet Alliance has operated its Community Cat Initiative since 2017. The program specifically targets the community cat population in Central Florida and works to reduce the numbers through TNVR. Since its launch, Pet Alliance has had one full-time staff person that works on the coordination and management of the program. She is responsible for all aspects of volunteer training, community education/canvassing and coordination of trapping and transportation of animals to and from Pet Alliance's clinic. As part of this program, Pet Alliance has also dedicated every Friday in one of our veterinary clinics to the surgeries for our TNVR program. This has resulted in more than 12,000 surgeries on community cats. Funding from the Florida Animal Friends grant program will allow us to expand this work to a second veterinary clinic and focus on the geographic area in the heart of downtown Orlando.

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

Pet Alliance currently offers no cost spay/neuter through our TNVR program and low-cost spay/neuter for the public at our veterinary clinics. The TNVR program is coordinated by Pet Alliance staff and trained volunteers. All of the cats that we spay/neuter have been trapped by our staff/volunteers or are brought to us via community partners like CARE TNR. The public spay/neuter surgeries are available to the general public via appointments.

Number of animals sterilized in that program in the past year:

Cats: 4490 **Dogs:** 2994

Target Population

Geographical target area (name of city, county, zip codes, etc.):	32801, 32805
Total human population in target area:	33860
Percent of residents living below poverty in target area:	20
Estimated number of pet cats in target area (human population divided by 3.3):	10261
Estimated number of pet dogs in target area (human population divided by 4.0):	8465
Estimated number of free-roaming community cats in target area (human population divided by 6.0):	5644
Number of cats admitted to animal control shelters in the target area last year (if known)	N/A
Number of dogs admitted to animal control shelters in the target area last year (if known)	N/A
Number of cats euthanized in animal control shelters in the target area last year (if known)	N/A

Number of dogs euthanized in animal control shelters in the target area last year (if known)	N/A
Please explain if you believe your target area animal population is significantly different than above. It is not believed that the target animal populations is significantly different than above.	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area: The zip codes Pet Alliance is targeting are located in downtown Orlando where Pet Alliance recently opened our Downtown Cat Shelter. As the statistics show, the area is heavily populated and has significant poverty with 20% of residents being at, or below, poverty level. The 32805 zip code is also the location of several local homeless service agencies and there is a high population of homeless individuals in that zip code. This area has a significant number of community cats that have not been spayed/neutered. Reasons for this include lack of community trappers working in the area, lack of funding for surgeries and the need to increase education and awareness among the residents.	
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? Currently, Pet Alliance is the only TNVR program operating in this area outside of individual volunteer trappers. As a populous urban area with a high number of community cats, the spay/neuter resources are comparatively limited. Pet Alliance is able to perform the surgeries at the Downtown Cat Shelter at our in-house shelter veterinarian, which makes it very easy and accessible for the program. Each Wednesday, the scheduled day for TNVR surgeries, fills up quickly, which demonstrates that there is a high need and few resources for this service.	
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: <input type="checkbox"/> Pets in low-income families <input type="checkbox"/> Large mixed-breed dogs <input checked="" type="checkbox"/> Trap-Neuter-Return of free-roaming community cats <input type="checkbox"/> Other	

Objectives

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

Pet Alliance began its Community Cat TNVR program in 2018. Since then, the surgeries have all been performed at our Alafaya Clinic located on the eastern side of Orlando. The funds from the Florida Animal Foundation grant will fund the TNVR program at our new Downtown Cat Shelter. This second location will allow us to increase the number of surgeries and also be a more accessible location for the zip codes that this grant is targeting. At the Downtown Cat Shelter, every Wednesday is designated for TNVR surgeries. Over the course of 12-months, Pet Alliance's goal is to TNVR 720 cats at this location.

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

This program will increase the number of surgeries by 720, since this is a new location and program for the agency.

Methods

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

This program will only provide spay/neuter surgery for un-owned community cats. Pet Alliance has designated staff and volunteers that perform the trapping. The cats will be located via canvassing and input from residents and trappers on locations of colonies.

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

Pet Alliance already has a working model in place for communicating its TNVR program. If we are entering a new neighborhood, we start with canvassing the homes and businesses in the area to share literature and talk to residents about what we are doing. This allows us to answer questions and get to know the community members before we start trapping activities. This same model will be used in the new location. We also have identified two volunteer trappers that are already working in the zip codes that will be partnering with us to collaborate on trapping.

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

Pet Alliance has the benefit of having its facility located in the neighborhood that is being targeted with this program. Currently, staff and volunteers are working to build relationships through canvassing, partnering with local social service agencies, talking with neighborhood organizations and working to become a part of the community.

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 are transported by staff and volunteers who are all properly trained and using the correct equipment to ensure the safety of the animals and handlers. Since the animals are un-owned community cats, there is little liability in the way of issues with owners. Pet Alliance has an extremely good track record for the safe transportation of animals. Any new volunteer is given thorough training via our "TNVR Bootcamp" training program.

Veterinary Services

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

Pet Alliance has in-house veterinarians on staff that will perform the surgeries.

Are they: In-House Veterinarian Outside Clinic Combination

Participating veterinary practices if surgeries will not be performed in-house:

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
Range for Male Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>
Range for Female Cats	<input type="text" value="\$0.00"/>	<input type="text" value="\$50.00"/>	<input type="text" value="\$50.00"/>
Range for Male Dogs	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>	<input type="text" value="\$0.00"/>
Range for Female Dogs	<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?
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 checked="" type="radio"/> No <input type="radio"/> Yes
Other Vaccination if Due	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Pain Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
HW Testing	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Feline Leuk/FIV	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Microchip	<input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
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 mandatory pain medication and \$2 per animal for rabies vaccination.

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

N/A

Is this a voucher program? No

If so, how will you assure utilization of 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 number redeemed for spay/neuter surgeries?

Community Collaboration

Florida Animal Friend values community/inter-agency collaboration. 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
CARE TNR	Pet Alliance has worked for many years with the volunteers of CARE TNR to trap and s/n community cats. We provide them with discounted surgery and they assist with providing volunteer assistance for the education, trapping and transportation of cats.
City of Orlando	The City of Orlando provides funding to assist with Pet Alliance's work to provide TNR services within the city limits. They are also helpful in connecting us with community members and groups that can assist with outreach and education.
Parramore Main Street District	Parramore Main Street is a local community organization in the zip codes this grant will serve. They are assisting Pet Alliance with becoming familiar with the area and building relationships with businesses and residents.

Other Information

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

Pet Alliance committed to reducing the number of homeless cats in Central Florida when it developed the Community Cat Initiative in 2017. Since then, more than 12,000 cats have been altered as part of the TNVR program. Since its inception, the same staff person has coordinated the program so it has had continuity and growth over the years. Because of this, we feel confident that we will be able to successfully expand the overall TNVR program into this new area and add a surgery day at our new Downtown Cat Shelter.

Budget

Total number of sterilization surgeries projected:

Cats: 720 **Dogs:** 0

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

Average cost/surgery projected: \$35.00

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

The \$35 per surgery cost in this grant only covers a portion of the surgery cost for total number of cats. Additionally, Pet Alliance also vaccinates the cats in the TNVR program. The cost for the additional expenses will be covered via Pet Alliance's general operations fundraising. Pet Alliance also has funding set aside for community cat medical electives. This includes procedures such as wound care, amputation and eye surgery. These procedures can provide a better quality of life for injured community cats. This funding is provided via individuals and grants from foundations that like to fund this work.

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

Pet Alliance funds its TNVR program through allocation of general operating fundraising income and public clinic service income. Having in-house veterinarians allows us to set aside one-day a week of their time to perform the TNVR surgeries.

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

30

Timeline

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: 07/01/23/ **Projected end date:** 06/30/24

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.**

Pet Alliance will continue to use general operations funding and seeking out grants to fund this program in the future. Our goal is to have one TNVR day at the Downtown Cat Shelter as long as the location is in operation.

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.**

Pet Alliance has a robust marketing and social media program. The Florida Animal Friends license plate promotion will be shared on our social media channels, which collectively have more than 100,000 followers. We will also promote the license plate via our e-newsletter and direct mail newsletter, which reach a combined 27,000 households. Pet Alliance will also include information about the program on our website via our Partners page.

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

Unknown