

Grant ID: 2353

Title of Proposal: PURRR Helping Cats, Strengthening Communities**Agency Type:** Non-Profit**Total Funding Requested:** \$25,000.00**Check Payable To:** PURRR, Inc.

Application Information

Demographics

Name of Applicant Agency: PURRR, Inc.**Website Address:** www.purrr.org**Person Submitting Proposal:** Michelle Schecht**Position:** Executive Director**Person Submitting Proposal
Email Address:** michelle@purrr.org**Person Submitting Proposal
Cell:** 954-296-7716**Organization Head:** Michelle Schecht**Organization Head's Email:** Michelle@Purrr.org**Organization Business Address:** 1556 E. Commercial Blvd**City:** Oakland Park**State:** FL**Zip:** 33334**Organization Business Phone
(xxx-xxx-xxxx):** 954-745-0801**County:** Broward**Organization Head's Cell:** 954-296-7716

Agency Details

EIN:0%"> EIN: 82-4205896**Date of 501(c)(3) Incorporation:** 05/02/2018**Dates of Last Fiscal Year: Begin:** 01/01/24 **End:** 12/31/24**Organization Income in Last
Fiscal Year:** \$1,950,283.61**Organization Expenses in Last
Fiscal Year:** \$1,958,994.61**Number of Paid Employees:** Full Time: 10 Part Time: 11**How did you learn of the 2009
Florida Animal Friend grant
competition?** Past recipient (2023)**Year(s) of previous Florida Animal
Friend grants (if applicable):****Previous Florida Animal Friend
Applications:** Years Funded: 2023 Year(s) denied/incomplete: 0**Auto-Generated (Previous
Applications):**

Grant #	Proposal Year	Proposal Title	Status
2119	2023	PURRR Speuter Clinic	Funded
2353	2025	PURRR Helping Cats, Strengthening Communities	Funded

***Type of Organization (check all that apply):**☐ **Municipal Agency with Shelter**☐ **Municipal Agency without Shelter**

- ☒ **Private Animal Shelter**
☐ **Private Animal Shelter with Municipal Contract**
☒ **Public Spay/Neuter Services**
☐ **Other Public Veterinary Services**
 Non-profit Agency
 ☐ **TNR Group**
 ☐ **Rescue Group**
☒ **Other** **Adoption, Sanctuary and Spay/Neuter Services**

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

Name	Title
Tanya Lynn Heller	President

Applicant Qualifications

For your organization, in the last complete fiscal year:

14 cats and 0 dogs were admitted.

23 cats and 0 dogs were adopted, transferred, or other live outcome.

12 cats and 0 dogs were euthanized.

3048 cats and 0 dogs were sterilized.

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.

Founded in 2018, PURRR is a South Florida-based nonprofit committed to reducing feline overpopulation through rescue, adoption, and accessible spay/neuter services. In 2021, we launched a feline-only, low-cost spay/neuter clinic—one of the few in Broward County—designed to meet urgent community needs. Since opening, we've performed over 8,500 surgeries. Our greatest strength is our team. The clinic is led by a highly skilled veterinarian with extensive experience in high-volume feline surgery, supported by two additional high-volume vets, trained veterinary technicians, and dedicated assistants. We maintain strong partnerships with TNR groups, municipal shelters, rescues, and community members to ensure our services address both immediate needs and long-term population control. With a highly experienced team and a deep commitment to collaboration, PURRR is fully equipped to carry out this program and scale its lifesaving impact across South Florida, with a strong focus on Broward County.

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

PURRR offers low-cost, high-quality, high-volume spay/neuter services exclusively for cats. Since launching our clinic in 2021, we have become one of the few organizations in Broward County solely dedicated to this work. In 2024, we performed 3,048 surgeries—2,598 at our clinic and 450 through partnerships with municipal shelters. Our program is built on principles of accessibility, collaboration, and impact, serving the public, independent trappers, rescue organizations, and underserved communities. To support Trap-Neuter-Return efforts, we offer significantly reduced rates for community cats, along with discounted pricing for rescues. These subsidies ensure that cost is never a barrier to preventing future litters and reducing overpopulation. To improve access and streamline operations, we utilize specialized software designed for high-volume spay/neuter clinics. This system allows trappers and rescues to book appointments, access medical records, and manage scheduling through a dedicated portal—enhancing both efficiency and user experience. We believe reducing feline overpopulation requires a unified, community-driven approach. PURRR has cultivated strong partnerships to extend our reach and maximize collective impact. Our clinic model combines surgical efficiency with compassionate, individualized care, ensuring each cat receives the attention and safety they deserve. Our team remains deeply committed to providing consistent, lifesaving services to South Florida's most vulnerable feline populations.

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

Cats: 1728 Dogs:

Target Population

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 ☐ Large mixed-breed dogs ☒ Trap-Neuter-Return of free-roaming community cats. EAR-TIPPING IS REQUIRED ☒ S/N services where demand exceeds current resources. ☐ Other

Geographical target area (name of city, county, zip codes, etc. Be as specific as possible.):

The program will be open to Broward County, however, there is a focus on colonies in Pompano, Hallandale Beach and Fort Lauderdale (areas with large colonies and active trappers)

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

The most substantial sources of feline overpopulation in our target area stem from a lack of accessible, affordable, and high-volume spay/neuter services—compounded by the continued, unmanageable growth of the community cat population. While some progress has been made, the demand for services far exceeds availability, particularly for free-roaming cats. Residents, trappers, and rescue groups often face long wait times or prohibitive costs, resulting in missed opportunities to prevent litters. Financial support for spay/neuter remains extremely limited. Though the county offers some assistance, it is minimal and insufficient to meet the scale of need. The burden instead falls on independent trappers, grassroots rescuers, and nonprofits already stretched thin. As a result, the community cat population remains largely unmanaged and continues to grow.

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 resources in South Florida—particularly in Broward County—remain limited and insufficient to meet the community's needs. While several organizations offer services, most are operating at capacity and/or offer limited appointments, creating long delays—especially for community cats. The Broward County Animal Care and Adoption Division offers a voucher program, but the number of available vouchers is extremely limited, and participating providers are often fully booked. The county shelter also performs relatively few spay/neuter surgeries directly, further limiting access. This leaves a critical gap, particularly for community cats and those caring for large colonies. Most trappers and independent rescuers pay out of pocket or try to fundraise to cover the cost of sterilization, which can be prohibitive when managing dozens—or even hundreds—of cats. With limited funding and few affordable options, necessary surgeries are often delayed, leading to continued breeding cycles and further straining the system. As the feline population continues to grow, the current availability of services cannot meet the ongoing and urgent demand—especially during peak kitten season. High-volume, affordable, feline-only programs like PURRR's are vital to closing this gap and providing the community with a realistic, accessible path to preventing overpopulation.

Objectives

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

With support from the Florida Animal Friend grant, we aim to provide spay/neuter services for an additional 400 feral and community cats over a 12-month period. These funds will directly support our TNR and community cat initiatives by subsidizing surgery costs for cats that would otherwise go unaltered due to financial constraints. Our objective is to reduce the number of free-roaming, unsterilized cats in high-need areas of Broward County, curbing overpopulation and preventing the birth of thousands of unwanted kittens. This program will be integrated into our ongoing TNR efforts, allowing us to target colonies and zip codes with the highest need. Once grant funds are exhausted, PURRR will continue this critical work through donor contributions and targeted fundraising campaigns to ensure sustainability beyond the grant period.

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

In 2024, PURRR performed a total of 2,598 surgeries at our clinic, with the majority (68%) being community cats. Over half of these were ear-tipped as part of our ongoing TNR (Trap-Neuter-Return) efforts. With support from the Florida Animal Friend grant, we will be able to increase the number of community cats sterilized at our clinic by providing subsidized surgeries that would otherwise be financially out of reach for independent trappers and colony caretakers. Our goal is to perform at least 3,000 spay/neuter surgeries during the 12-month grant period (9/1/24–8/31/25) at our clinic alone—meeting or exceeding our current baseline while maintaining a strong emphasis on unowned, free-roaming cats. This targeted funding will allow us to sustain and expand our impact during the most critical times of the year—particularly kitten season, when the need is highest and other funding sources are often depleted.

Methods

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

Eligibility for this program will prioritize unowned, free-roaming cats as part of our Trap-Neuter-Return (TNR) and Return-to-Field (RTF) efforts. In most cases, we will require cats to be ear-tipped as a visual indicator of sterilization. However, we recognize that

certain situations—such as semi-social cats, those in urgent medical need, or unique circumstances presented by caretakers—may require flexibility. These cases will be reviewed individually to ensure they align with the overall goal of preventing future litters and reducing overpopulation. We will continue working with trappers, rescue partners, and community members who are actively engaged in reducing the number of unsterilized, free-roaming cats in their neighborhoods. While targeted colony work remains a priority, this program will also allow us to support one-off or smaller-scale efforts that would otherwise fall through the cracks.

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

We will promote the program through a combination of direct outreach, community partnerships, and digital communication channels to ensure it reaches those who need it most. Our clinic has high visibility and is located in an area accessible to the target population, making it easier for community members and trappers to utilize our services. We will notify our existing network of trappers, rescuers, and partner organizations through email and direct communication, and encourage them to share the opportunity within their communities. We will also leverage our social media platforms, e-newsletters, and website to broaden awareness, along with press releases to engage local media outlets and community bulletins. In addition to formal outreach, we expect word to spread organically due to our strong reputation, consistent demand, and established relationships in the community. When funding is available, our partners and regular clients are quick to mobilize—ensuring the program is fully utilized and reaches the intended audience.

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

To address barriers to full use of the program, we work closely with community partners, trappers, and rescue organizations who often assist with transportation and communication. These trusted partners help bridge gaps for caretakers facing logistical or language-related challenges. We provide accessible, culturally sensitive education by using plain-language materials, offering one-on-one support, and leveraging relationships with individuals who are trusted within their communities. By maintaining a flexible, people-centered approach, PURRR ensures that cats receive care—regardless of barriers.

Does this project involve the transportation of animals by someone other than the client? If so, describe.

N/A

Veterinary Services

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

We have an on-staff veterinarian and agreements with two additional high-volume veterinarians who regularly work at our clinic and are fully committed to our program. We also maintain a small pool of experienced per diem veterinarians who are available as needed to ensure continuity of care and support during peak periods. All of our veterinarians are efficient, high-volume professionals with a proven track record in feline spay/neuter. They are supported by a dedicated medical team, including three trained veterinary technicians and assistants, ensuring safe, high-quality care and smooth clinic operations.

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. This includes pain medication, ear tipping, and \$ 2 per animal for rabies vaccinations. Costs for licensing, testing, transport, etc. are not to be paid for with grant funds.

	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="\$75.00"/>	<input type="text" value="\$75.00"/>
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 ☒ 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

*** = REQUIRED by grant**

Grant funds cannot be used for the above services except for pain medication, ear tipping, and \$2 per animal for rabies vaccination.

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

For TNR surgeries, our standard protocol includes spay/neuter, pain medication, and intraoperative antibiotics. While antibiotics are a routine part of our surgical care, they are not included in the costs covered by this grant and are absorbed by the organization. Additional services—such as rabies vaccination, FVRCP vaccination, FeLV/FIV/Heartworm testing (triple test), microchipping, and parasite prevention—are available at a low cost upon request. Ear tipping is included at no additional charge for all community cats. Our pricing structure is designed to ensure core services remain accessible while providing additional care options to support the overall health of community cats.

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
Broward Center for Performing Arts	Located in Downtown Fort Lauderdale, the Broward Center has recently become actively involved in local TNR efforts after discovering a colony of community cats on their property. In partnership with PURRR, they are coordinating the safe trapping and transport of these cats to our clinic for spay/neuter services, demonstrating a strong commitment to humane population control and responsible community stewardship.
Broward County Animal Care	We are one of the approved spay/neuter providers for Broward County Animal Care, and are listed as a resource on their website. The county currently allocates 20 TNR vouchers per month to our clinic to help support community cat sterilization efforts. While limited, this partnership reflects our shared commitment to reducing overpopulation and improving animal welfare across the county.
Changing Tomorrow Animal Rescue	Changing Tomorrow is a dedicated rescue organization that plays a critical role in the South Florida animal welfare landscape through a comprehensive approach that includes rescue, TNR, and adoptions. Actively working with multiple trappers across Broward County, they have been a trusted partner of ours for several years. Together, we've expanded access to spay/neuter services and provided lifesaving support to countless cats in need, particularly in underserved areas.
Community Cats Collaborative	Community Cats Collaborative (CCC) is a network of trappers that has historically utilized our clinic for spay/neuter services. While their activity has slowed recently due to funding limitations, we have maintained a strong relationship and would welcome the opportunity to re-engage with their trappers. In the past, we reserved a minimum of five appointments per week specifically for CCC, and with support from the Florida Animal Friend grant, we would be able to extend this offering again to help maximize community impact.
Pet's Broward	Pets' Broward, a vital community partner providing outreach and support to vulnerable populations, including community cat trappers, caregivers, and underserved pet owners. Through this longstanding partnership, we have expanded access to spay/neuter services by prioritizing the populations Pets' Broward reaches—ensuring our collective efforts have the greatest impact where it's needed most.

Other Information

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

PURRR's spay/neuter program is built for efficiency, accessibility, and impact. As one of the only feline-only, high-volume spay/neuter clinics in Broward County, our operations are specifically designed to meet the needs of community cats, their caretakers, and underserved populations. We operate on a consistent schedule, led by experienced high-volume veterinarians and supported by a skilled medical team. Standardized protocols ensure smooth intake, recovery, and discharge—enabling us to maximize surgical capacity without compromising quality of care. Our booking system includes a dedicated portal for rescue groups and high-volume trappers, streamlining appointment scheduling, record management, and communication. This tool increases participation, reduces administrative burden, and improves overall clinic flow. With a focused mission, experienced staff, strong community partnerships, and a system built for scalability, PURRR is well-positioned to meet and exceed the goals of this program: increasing feline sterilization, reducing the population of unaltered community cats, and preventing the birth of thousands of unwanted kittens. Support from Florida Animal Friend will allow us to expand our efforts during the most critical times of the year and extend services to even more cats in need across South Florida.

Budget

Total number of sterilization surgeries projected:

Cats: 400 **Dogs:** 0

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

Average cost/surgery projected: \$63.00

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

We intend to keep the Florida Animal Friend grant as a standalone program, dedicated specifically to providing 400 spay/neuter surgeries for community cats and TNR efforts over a 12-month period. This will allow us to clearly track and report the direct impact of the funding. Outside of this grant, we will continue to operate our regular spay/neuter services, which are supported through clinic-generated revenue, individual donations, targeted fundraising campaigns, and additional grant opportunities. By maintaining a separate funding stream for this initiative, we can ensure that Florida Animal Friend funds are used exactly as intended—supporting unowned, free-roaming cats most at risk of contributing to overpopulation—while sustaining our overall clinic operations through diversified funding sources.

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

100

If not 100%, please elaborate.**Timeline****PROJECTS CANNOT BEGIN UNTIL GRANT FUNDS ARE RECEIVED, usually before September 1.****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:** 09/01/25/ **Projected end date:** 08/31/26**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.**

PURRR is committed to the long-term sustainability of our spay/neuter program. While the Florida Animal Friend grant will help us expand services in the short term, we have multiple strategies in place to ensure the program continues well beyond the grant period. We actively pursue additional grant opportunities from both local and national foundations dedicated to animal welfare. In parallel, we engage in ongoing fundraising efforts, including individual donor outreach, social media campaigns, and community-based events—all of which help support our spay/neuter initiatives. Our low-cost clinic also generates revenue through services provided to the public, rescue groups, and trappers. These funds help offset operating expenses and allow us to continue offering subsidized pricing, especially for community cats and high-need populations. By combining revenue-generating services with diversified philanthropic support, we are building a strong and sustainable foundation to maintain—and expand—this critical program for years to come.

Promotion of Florida Animal Friend Spay/Neuter License Plate***Applicants selected for funding are expected to actively publicize their grant in support of their spay/neuter program and promote the sale of the Animal Friend license plate. Publicity efforts should include press releases, newsletters, website links, and social media posts, among other strategies. Florida Animal Friend's marketing firm will provide assistance and advice, and partner with your organization to achieve coverage. 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 as part of their reporting obligations.**

We are committed to promoting the Florida Animal Friend Spay/Neuter License Plate as part of our ongoing efforts to support accessible, high-impact spay/neuter services in South Florida. Our promotional plan includes: Social Media Campaigns Dedicated content across Facebook, Instagram, and other platforms will raise awareness of the license plate and its role in funding programs like ours. Each post will include a direct link for supporters to purchase their tag. Email Newsletters Our email campaigns to clinic clients and donors will feature recurring callouts promoting the license plate and linking directly to the purchase page, reinforcing its importance in sustaining spay/neuter services statewide. Website Visibility Our website will include a homepage pop-up banner and a highlighted section on our spay/neuter page, both showcasing the license plate and linking to the Florida Animal Friend website for easy access. Press Releases & Blog Posts We will issue a press release and publish blog content announcing the grant award and celebrating Florida Animal Friend as a vital partner in our TNR and community cat efforts. In-Clinic & Take-Home Materials We will include Florida Animal Friend information on post-op instructions/go-home packets, and brochures in our reception area. This ensures that every client—regardless of service type—sees and understands the connection between the license plate and our lifesaving work. Email & Appointment Communication We will incorporate FAF messaging in our appointment confirmations and follow-up emails, reminding clients that the support we receive is made possible through license plate sales—and encouraging them to consider purchasing one themselves. We will document all promotional efforts and include them in our final grant report. We are also eager to collaborate with Florida Animal Friend's marketing team to maximize visibility, drive engagement, and ensure the license plate receives the recognition it deserves.

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

Unknown