

2006 FLORIDA ANIMAL FRIEND GRANT APPLICATION

APPLICANT INFORMATION

Entire application must be typed or neatly printed – Sections may be expanded as needed to provide important details, but remember to be concise. Do not change the format of the application.

Name of Applicant Agency: **Animal Coalition of Tampa Spay Neuter Clinic**

Person Submitting Proposal: **Linda Hamilton** Title: **Executive Director**

Organization Address: **1719 W Lemon St**

City, State, Zip Code: **Tampa, FL 33606**

Website Address: **www.actampa.org**

Phone number: **813-250-3900** Fax Number: **813-250-3925**

Cell Number: **813-760-1568** Email Address: **linda@actampa.com**

Title of Proposal: **Subsidy for Cost-Burdened Families**

Total Amount of Funding Requested: **\$20,000.00** Check payable to: **Animal Coalition of Tampa**

Dates of Last Complete Fiscal Year: **1/1/05 to 12/31/05**

Organization Income in Last Fiscal Year: **\$195,988.00**

Organization Expenses in Last Fiscal Year: **\$89,077.00**

Number of Paid Employees: Full-time: **5** Part-time: **1**

Number of Active Volunteers: **45** Total Volunteer Hours per Week: **5**

Describe Your Agency (check all that apply):

Services Provided

- Unlimited intake shelter
- Limited intake shelter
- Foster network
- Animal control
- Spay/neuter services
- Feral cat sterilization
- Veterinary care to the public

Organization Structure

- City, county, or tribal agency
- Private nonprofit agency
- Spay/neuter clinic
- Veterinary association
- Private veterinary clinic
- Community collaboration
- Other (Please explain below)

Grants received in the past five years (if any):

Funder	Funding Period Dates	Purpose	Amount
PETsMART	5/30/02	spaypacks/autoclave to set up SpayDay	\$9,320.00
PETsMART	8/13/04	traps to expand SpayDay	\$8,922.00
PETsMART	11/3/05	surgical equipment for new clinic	\$24,071.00
Talman Foundation	6/29/05	general operating funds for new clinic	\$25,000.00

PETCO Foundation	12/9/05	autoclave for new clinic	\$8,000.00
Spurlino Foundation	12/9/05	cages for new clinic	\$25,000.00
PETCO Foundation	4/1/06	van for clinic transportation	\$25,000.00

GRANT PROPOSAL DETAILS

Applicant Qualifications:

In the last complete fiscal year:

cats and dogs were handled (describe your animal program)

1313 cats and dogs were sterilized (describe your sterilization program)

Animal Coalition of Tampa (ACT) is a volunteer and staffed based organization which was incorporated on May 3, 2001 and received 501(c)(3) tax exempt status on Oct 15, 2001. Our mission is "to end euthanasia of dogs and cats as a means of population control in Hillsborough County". Our motto is "Spay/Neuter: It's the Choice That Saves Lives".

Our primary focus is to provide high volume, low cost sterilizations to the community. To achieve this focus, we work in partnership with the community and other rescue groups, and educate the public to create awareness and support of animal's needs.

ACT's first project was a monthly spay/neuter service for Hillsborough County's feral and stray cat population. This is an all-volunteer, once-a-month clinic that has historically been hosted by various local veterinarian clinics. To date, ACT has completed 53 SpayDays and sterilized over 4800 cats. Over 40 DVM's have volunteered their time; twenty volunteer on a regular basis. A support staff of 45-70 lay vounteers are utilized in scheduling, trap issuance and on the day of event.

ACT's second sterilization project, the ACT Spay/Neuter Clinic, is the one seeking grant funds. Once SpayDay was fully ramped, we developed a business plan to expand sterilization services to both dogs and cats on a full time basis. On March 13, 2006, ACT opened its clinic doors to service the pets of low to moderate income families. We currently operate 4 days a week and will expand to 5 days once fully ramped. Our focus is limited to spaying and neutering, although vaccinations, microchips and other services are available on the day of surgery.

If your program performs adoptions, are all animals sterilized before adoption? **N/A**

If not all, what percentage of animals is 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:

Linda Hamilton, co-founder of ACT and former board President, serves as Executive Director of the clinic. Linda was the administrator of the monthly SpayDays implementation, the clinic implementation, and currently oversees clinic operations. She will oversee the application of the Project's funds and assure compliance. Frank Hamilton, Ph.D., the current board President, has

successfully started a small business and currently teaches business administration at Eckerd College.

The ACT clinic employs 5 full time and 1 part time mission-oriented individuals who are fully dedicated to the mission and ready to work longer hours to end the area's pet overpopulation. Together, our veterinarian and CVT have over 34 years of experience. Our veterinarian, Dr Lorraine Ellwood, previously owned and operated two clinics, and has consistently volunteered for ACT's monthly SpayDays.

Is this a community collaboration involving multiple groups? If so, list each group by contact information and role in the project:

Group Name	Group Address	Website	Role
<p>Although we work with many groups and community services, this grant will be fully administered by the ACT Spay Neuter Clinic. Rescue Groups are currently offered discounted rates and credits for sterilization referrals, and this program will give them greater benefits and more ability to promote spay/neuter. Following are some of the groups who currently use or promote our clinic:</p>			
<p>Animal Friends Society</p>	<p>4510 Drexel Rd Land O Lakes, FL 34639</p>	<p>none</p>	<p>refers clients; holds fundraisers for ACT</p>
<p>Animal Protection League</p>	<p>P O Box 7368 Tampa FL 33673</p>	<p>none</p>	<p>refers clients</p>
<p>SPOT</p>	<p>2989 Pine Forest Dr Palm Harbor, FL 34684</p>	<p>none</p>	<p>refers clients</p>
<p>Little Cats Rescue</p>	<p>1250 Pinellas Ave #503 Tarpon Springs, FL 34689</p>	<p>none</p>	<p>refers clients</p>

C.A.R.E	1528 27 th ST SE Ruskin FL 33571	www.careshelter.org	regularly utilizes clinic for surgeries
Dachshund Adoption	666 Northwest Blvd St Pete FL 33702	none	
English Springer Rescue	5110 Oakhave Lane Temple Terrace, FL 33617	www.springerrescue.org	regularly utilizes clinic for surgeries
Lucky Ones Rescue	8728 N Pawnee Ave Tampa, FL 33617	none	regularly utilizes clinic for surgeries
St Francis Society Animal Rescue	P O Box 2616 Tampa FL 33685	www.luvamutt.org	regularly utilizes clinic for surgeries
Tampa Bay German Shepherd Rescue	11904 McMullen Loop Riverview, FL 33569	www.tampabaygsdrescue.org	regularly utilizes clinic for surgeries
VOCAL	209 W Frierson Ave Tampa FL 33603	www.forthevoiceless.org	regularly utilizes clinic for surgeries

Problem statement:

Pet overpopulation is the number one issue facing companion animals today. More than five million pets are euthanized annually because there are not enough homes for them. It costs U.S. taxpayers an estimated \$2 billion each year to take in, care for, and often euthanize homeless animals. Although education has increased the percentage of animals that are spayed and neutered, more sterilization is needed to reach the critical thresholds necessary to control overpopulation. Since funding for sterilization programs is limited, it is important that available funds be used for programs that target the most significant sources of cat and dog overpopulation and that these programs increase sterilization surgeries above the current baselines of the community.

Describe the target area:

Geographical target area (name of city, county, Florida, etc.): **Hillsborough County**

Total human population in target area: **1143400** (information available at www.census.gov).

Percent of residents living below poverty in target area: **15%** (www.census.gov)

Estimated number of pet cats in target area (human population divided by 4.0): **285850**

Estimated number of pet dogs in target area (human population divided by 4.8): **238208**

Estimated number of feral cats in target area (human population divided by 6.0): **190566**

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

Number of cats **19926** and dogs **14835** admitted to animal control shelters in the target area last year (if known)

Number of cats **18519** and dogs **10856** euthanized in animal control shelters in the target area last year (if known)

What kinds of spay/neuter services are currently available in the target area? In what way are these resources currently insufficient?

The Humane Society of Tampa Bay operates a low cost spay neuter clinic that is open to the public. Demand is so high for their services that appointments are consistently booked for two months in advance. As of May 2006, they are asking clients to call back in a month to schedule an appointment. Clearly, in a county that exceeds a million in population, one low cost outlet does not meet the needs.

Hillsborough County funds a voucher program that consists of a \$10 copay for residents that receive or qualify to receive public assistance. ACT and several local veterinarians participate in this program, accepting the vouchers and being reimbursed from the county fund.

Approximately 115 full price veterinarian clinics exist in our county for residents that are not on a fixed income. It is not difficult to schedule an appointment if fees are not an issue. However, there is a class of people that are not being addressed with any of the currently available options: the "working class" who may not qualify for public assistance, but yet have very little disposable income.

The Tampa Tribune, a major Tampa Bay newspaper, quoted local County Commissioner Tom Scott on Sunday, April 23rd, 2006: The people affected, are "the people who are working in restaurants, as waiters. It's firefighters, police officers. It's everyday people". His research, done for a local affordable housing task, concluded that more than one in four Hillsborough County families (or approximately 113,500 families) are spending more than the recommended 30 percent on housing. With local housing costs rising and more being spent in this manner, little earnings are left to

spend on food and medical expenses. This leaves even less for neutering and spaying one's pets. Even a low cost surgery can be prohibitive.

In a community survey conducted in Tampa in 2003 and 2004 by No More Homeless Pets in Hillsborough County, 61% of respondents indicated that lower cost would make them more likely to get their pets fixed. Of those respondents who stated "cannot afford the procedure" as the primary reason for not getting their pets fixed, the average income was \$26,000 - \$35,000, and 93% stated they were not aware of a way to get their pets fixed for a low cost.

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.

Describe the specific target population of the spay/neuter project:

- Pets in low-income families: What qualifications will you use to determine low-income status?
- Special populations (e.g., pit bulls, underserved regions, unique events):
- Neuter-before-adoption of animals from shelters or rescue groups
- Feral cat sterilization
- Other: **Subsidy for Cost-Burdened Families.** The generally accepted definition of affordability is for a household to pay no more than 30 percent of its annual income on housing. Those spending above that percentage are our target population. Using the AVMA sourcebook (2002)(a), the results of Scott's research(b), and estimates provided by Hillsborough County Animal Services(c), the target includes the following demographics:

Number of Families in the Cost Burdened target population: Approximately 113,500.
454,096 households (c) x 25% cost burdened (b).

Number of Animals in the Cost Burdened target population: Approximately 125,000.
32.5% of households own an average of 1.6 dogs each (a), and 29.2% of the households own an average of 2 cats each (a). This equates to 59,020 dogs and 66,284 cats.

Families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care. This leaves even less for neutering and spaying one's pets.

Objectives:

What do you hope to accomplish with these funds (objectives should be specific and quantifiable)?
We are targeting the "working class" with little disposable income who would do the "right thing" if they had the means. Our projections are that a \$20,000 grant will allow us to increase our surgeries by approximately 800 by offering a fee they could afford. The proposed prices were offered to the public during our grand opening, and by the end of the first day of phone calls, appointments were completely booked for the first two weeks. A quick, informal survey indicated that many of these clients fell within the Cost Burdened target population. Many callers inquiring about prices respond that even our regular discounted prices are outside of their reach. Although we continue to book appointments at the full low cost rate, we have not reached the numbers we

experienced during our first two weeks of operation. Our survey and analysis leads to the conclusion that in order to reach this market segment, we will need to provide subsidization.

We are staffed and trained to do 100 surgeries a week; our currently number of surgeries as of our 3rd month in business is approximately 60 per week. We anticipate the surgery number to increase to 80 per week as the word continues to spread and as moderate-income people respond to the media blasts we have underway. Our objective is to use the grant funding to increase another 20 per week with the subsidized, Cost Burdened population. This equates to a 33% increase in the current baseline.

Methods:

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

Qualification for this project are that the families' housing costs are greater than 30% of their annual income. Individuals producing proof of this condition are eligible to receive up to four dog and four cat surgeries in a 12 month period. Each fee will apply to the cost of spaying or neutering one dog or cat. Other services are billable if elected.

What arrangements have you made with veterinarians to perform the surgeries? Is the veterinarian(s) on your staff, on contract, in a spay/neuter clinic, or in private practice? Please attach a collaboration letter from the lead veterinarian, practice, or association that will provide spay/neuter services.

Our veterinarian, Dr Lorraine Ellwood, is on staff, and the surgeries will be performed in our clinic. Dr Ellwood's contract agrees to 100 operations a week in 4 days. We are currently sterilizing approximately 60 animals weekly.

How will you advertise the program? Consider using verbiage such as "limited to the first 50 applicants, one per family" or other restrictions so that you can graciously end the offer as needed. Explain how the advertising will reach the target audience. Attach promotion materials if available.

Candidates will be encouraged to "ACT while funds last," and will be offered the same rate that ACT used for the successful grand opening: \$20 for cats and \$55 for dogs.

Megan Newman, board member and co-founder of No More Homeless Pets in Hillsborough County, is our volunteer Public Relations Director. Megan's background and experience in media coverage brought in record numbers of surgeries in the first 3 weeks of our clinic operations. Megan will create and distribute press releases and public service announcements with the detail and contact information. Information will be sent to local newspapers, tv public service stations and local radio stations. We have a team of grassroots, volunteer "ambassadors" who will distribute flyers to their own businesses, area pet businesses, neighborhood newspapers, and locally-owned non-pet businesses. We will send "email-blasts" on a regular basis to our email distribution list, which includes Tampa Bay pet businesses and No More Homeless Pets in Hillsborough County coalition rescue groups, neighborhood associations, local shelters and other supporters. Our website, www.actampa.org, will carry the information on how to qualify and make appointments. ACT has approximately 50 volunteers at each monthly SpayDay who also volunteer as flyer distributors to local pet friendly businesses, churches, schools, bus stations and laundromats.

PETCO has funded a transportation van for clients that have accessibility issues, and will be ready for our use within the week. The "special" can be advertised on the side and back of the van with

the ACT logo and slogan, "It's the choice that saves lives". The van is scheduled to make two trips a day around the city for pick up and delivery of animals for surgery.

A local public relations firm is currently contracted for a 4 month campaign to get the word out about our new low cost clinic, and is retained by one of our funders. The funder will extend that contract if more publicity is needed.

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

We have two major barriers in Hillsborough County: accessibility and language. Many of our target market ride buses to work and walk to stores and shopping. Our hispanic population is approximately 21% (compared to the state average of 12%), and many do not speak English.

The transportation van purchased recently is ready to start traveling the county for pick up and delivery of animals for surgery. Volunteers are being mobilized to coordinate animals at various pick up points such as churches, feed stores and shopping lots. Those with transportation issues will only need to get their pets to a location in their own neighborhood. Volunteers will be available to taxi from their door to the pick up point if that task is unachievable.

The driver of the van is bilingual and will assist the volunteers by bridging the communication gap when necessary. Although none of the clinic staff is bilingual, 2 volunteers are available by phone and one comes to the clinic when an interpreter is needed. Clinic brochures with prices are available and a link "For Spanish Information Click Here" is being developed for the website.

Veterinary fees:

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the pet owner vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery and not for other items such as vaccines, testing, and licensing.

	Amount Paid by Owner	Amount Paid by Project	Total Amount
Range for Male Cats	\$20	\$20	\$40
Range for Female Cats	\$20	\$20	\$40
Range for Male Dogs	\$55	\$20--40	\$75--95
Range for Female Dogs	\$55	\$20-- 40	\$75--95

Is this a voucher program? If so, how will you assure compliance with the program?

A confirmation of qualification will be required. A simple questionnaire will require a) proof of income and b) proof of a mortgage or rent payment. A calculation will then extend the housing payment to an annual amount and arrive at a percentage of housing expenses to total income. Qualification is reached for those whose housing expenses exceed 30% of total income. Please see the postcard and flyer attached, which are the main communication pieces.

Other information:

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

Our business plan calls for us to hire a second veterinarian once we reach and maintain 100 surgeries a week. Our clinic is equipped for a total of 66 animals per day. Should this program produce greater numbers than expected and those greater numbers lower cost per surgery, we are fully prepared to go forward with the hire of a second vet and additional support staff.

Evaluation:

Applicant agrees to complete the Grant Follow-up Report and return it to Florida Animal Friend within 12 months of receipt of funds.

Budget:

Total number of sterilization surgeries projected: cats **440** dogs **360**

Total budget requested: **\$20,000** Average cost/surgery projected: **\$25**

Budget should not exceed \$20,000. Create a line item for each separate kind of expense that will be covered by the grant funds, such as veterinary fees, surgical supplies, transportation, etc..

Item	Cost Each	Number	Total Cost
Staff salaries	\$15.00	800	\$12,000.00
Surgical Supplies	\$10.00	800	\$8,000.00
	\$		\$
	\$		\$

Describe any expenses that are not included in the grant and how they will be paid for:

Other expenses are overhead (building, indirect salaries, etc), are fixed and are factored into the regular surgeries that are done at the clinic. The transportation expenses are also factored in the county voucher program offered by Hillsborough County, and are fixed in because the van is already traveling in the area and can fold the grant surgeries into those trips.

Timeline:

All projects must be completed within 12 months of receipt of funding. Any unexpended funds must be refunded to Florida Animal Friend within 30 days of the end of the project. Requests for time extensions must be made in writing at least 30 days prior to the end of the project.

Projected start date: **10/1/06** Projected end date: **7/1/06**

Future Funding:

Explain how the organization plans to fund this program in the future. Having plans beyond "seeking funds from other funders" enhances the chances of receiving this grant.

Once we are fully ramped our cost per animal will decrease, and it is probable that we can continue these prices without outside funding. If that proves too aggressive, our major fundraiser that is

held in November of each year will be funneled into subsidizing this project. Last year this fundraiser, our 5th annual Stride for Strays, brought in over \$30,000.

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 via press releases, newsletters, website links, etc. In addition, they are expected to promote the sales of license plates so that additional spay/neuter grants can be funded. Please describe your plan to promote the Florida Animal Friend Spay/Neuter License Plate.

Please see the attached postcard and flyer that will be the main communication pieces for the program. Both reference that this service is made possible by FAS Spay/Neuter Plate Fund. Please see page 8 for detail on the circulation of these pieces. We will also link the Florida Animal website to our website and mention the funding in our newsletters.

By my signature below, I attest that the information provided in this grant proposal is true and that the proposed spay/neuter program complies with local city, county and state ordinances and laws.

Application submitted by:

Signed: Linda Hamilton

Date: 5/25/06

Name: Linda Hamilton

Title: Executive Director