

2008 FLORIDA ANIMAL FRIEND GRANT APPLICATION

Application must be RECEIVED BY: April 1, 2008

APPLICANT INFORMATION

Entire application must be typed. 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: Cats Exclusive, Inc.

Person Submitting Proposal: Marge Jackson Title: Executive Director

Organization Address: 6350 W. Atlantic Blvd.

City, State, Zip Code: Margate, FL 33063

Website Address: catsexclusive.org

Phone number: 954-975-8349 Fax Number: 954-973-3939

Cell Number: 954-701-2274 Email Address: cats6350@bellsouth.net

Dates of Last Complete Fiscal Year: 01/01/2007 to 12/31/2007 (MM/DD/YY)

Organization Income in Last Fiscal Year: \$ 151,446.14

Organization Expenses in Last Fiscal Year: \$ 194,274.90

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

Number of Paid Employees: Full-time: 5 Part-time: 6

Number of Active Volunteers: 25 Total Volunteer Hours per Week: 120

Describe Your Agency (check all that apply):

Services Provided

Unlimited intake shelter

X Limited intake shelter

X Foster network

Animal control

X Spay/neuter services

X Feral cat sterilization

X Veterinary care to the public

Other \_\_\_\_\_

Organization Structure

City, county, or tribal agency

X Private nonprofit agency

X Spay/neuter clinic

Veterinary association

Private veterinary clinic

Community collaboration

Other \_\_\_\_\_

Applicant Qualifications:

For your organization, In the last complete fiscal year:

786 cats and -0- dogs were admitted

415 cats and -0- dogs were adopted

875 cats and -0- dogs were sterilized

21 cats and -0- dogs were euthanized

Describe your animal programs

In September 1998, Cats Exclusive opened the first storefront feline adoption center in Broward County. Here, in a clean, healthy, mellow environment rescued cats and kittens live until they are adopted. People interested in adding a cat to their family can visit the center and spend time with the cats/kittens getting to know them and bonding with them. More than 375 cats were adopted out in our first year and we adopt out about 400 every year.

In 1996 we began to sponsor our own assistance program to the general public. The S.N.A.P. (Spay - Neuter - Adoption - Program) offers assistance with spaying and neutering for cats at a low cost. S.N.A.P. includes annual shots, rabies shot, treatment for ear mites, and spay/neuter. We have kept it as a low-cost program for many years with prices set at \$75.00 for female cats and \$60.00 for male cats. Cats must be at least ten weeks old and two and a half pounds in order to qualify for spay or neuter surgeries.

If your program performs adoptions, are all animals sterilized before adoption? Yes  No

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:

In September 2007, Cats Exclusive opened our own spay/neuter clinic. The expansion of the resources for our clinic is the basis for this application to the Florida Animal Friends. We started modestly with surgical operations just one day per week and have found the need to expand dramatically. While several other rescue groups and/or shelters in Miami-Dade, Broward and Palm Beach Counties have been operating for years on a limited one-day per week schedule, we have found the need to expand and we are now offering surgical services from Saturdays through Wednesdays. Yes, 5 days every week.

We are fortunate to have secured the services of Ms. Trudy Rainford, a highly qualified

Veterinarian Technician who has been in the animal medical services field for over 10 years. She runs the clinic and maintains contacts with the contract vets who perform in our clinic. Trudy reports directly to Richard Bilello, who has essentially managed every aspect of the shelter's operation since its inception and to Marge Jackson, our founder and Executive Director.

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

- The MASH Unit is a service of the Humane Society of Broward. They are the low-cost leader in that they do the procedures for anywhere from \$20 to \$35 each, plus reasonable fees for tests, vaccinations and parasite control. They used to travel the county with convenient stops every day at a different location but haven't been mobile for several years now. Their limitation is that even though they are open six days a week, they make it very difficult to get appointments and discourage making appointments for female cats. The reason is they can do the males so much faster and are now accepting the SPOT vouchers from Broward County. These vouchers when reimbursed by Broward County pays the facility \$60 for males or \$86 for the females.
- Broward County Animal Care has an excellent low-income referral program whereby low to moderate income families can qualify for up to 4 vouchers which can be used at participating clinics with a \$10 co-pay from the user. There are problems with this program. The primary problem as it relates to most people's needs is there are not a lot of private clinics participating. Some who did in the past experienced problems and subsequently have terminated their participation. Also, the county is quite slow in sending out the vouchers so it is difficult at times to arrange to fix pets since the people who request these vouchers never know when they are going to be receiving them. In the case of ferals, they don't always comply with the time schedules of bureaucrats.
- Animal Rights Foundation of Florida (ARFF) offered a free service to low income families for their companion pets only. Their one day per week schedule has just been terminated in March, 2008 after five years of service and their van was donated to PETA.
- Finally, the Pet Aid League offers low-cost referrals to anyone in Dade, Broward and Palm Beach Counties. Area wide animal hospitals participate in this program but the vets require that animals be up to date with shots and vaccinations and be flea and pest free. If not, these services will be performed at the prevailing rates. It does function as a loss-leader for the vet offices.

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.

Every cat and kitten we adopt out is sterilized, without exception. Always has been. Now, instead of taking our babies out to one of our participating offices, their surgeries are performed in-house. But, that is not the purpose for this grant request. We would love to expand our program and fill in the many holes that occur in our weekly schedules. Our new clinic is operating very close to break-even so far, which some might find amazing. Therefore, the clinic is almost self-sufficient. But, there is always room for improvement. As will be described below in your "Objectives" section, we are hoping this grant will help us fill some of those holes in our schedule.

## GRANT PROPOSAL DETAILS

Title of Proposal: Spay/Neuter Clinic Fulfillment

Total Amount of Funding Requested: \$ 20,000 Check payable to: Cats Exclusive, Inc.

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
<u>N/A</u>			
_____			
_____			

### Problem statement:

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.): Miami-Dade, Broward and Palm Beach Counties, FL

Total human population in target area: 5,463,857 a/o July '06 (information available at [www.census.gov](http://www.census.gov)).

Percent of residents living below poverty in target area: 13.4% ([www.census.gov](http://www.census.gov))

Estimated number of pet cats in target area (human population divided by 3.3): 1,655,000

Estimated number of pet dogs in target area (human population divided by 4.0): 1,366,000

Estimated number of feral cats in target area (human population divided by 6.0): 911,000

Number of cats and dogs 56,900 admitted to animal control shelters in the target area last year (if known)

Number of cats and dogs 33,600 euthanized in animal control shelters in the target area last year (if known)

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

The number of animals admitted and killed quoted above are provided by the three counties' Animal Care & Control Divisions for the Fiscal Year 2006. Please note that these are only our county governments. It does not include smaller animal control divisions of a few cities within the counties that have their own departments. It also does not include the large Humane Societies in each county which maintain open-access policies. They take in relinquished animals and cannot adopt all that they do take in.

Describe the specific target animal population of the spay/neuter project proposed for this grant:

X Pets in low-income families: What qualifications will you use to determine low-income status? There is no criteria or qualifying for assistance as long as they want to fix their animals. This includes not only companion pets but also neighborhood strays that people care for.

Special populations (e.g., pit bulls, underserved regions, unique events):

Feral cat sterilization

Other:

Objectives:

What do you hope to accomplish with these funds (objectives should be specific and quantifiable) Since we opened the clinic a half-year ago (at this writing) we have experienced some days when our booking schedule is not completely filled. Since we are contracting on a per diem basis with our performing veterinarians, every slot unfilled has been a sunk cost that cannot be recaptured. Much the same as an airplane taking off with empty seats once they lift off, those slots/seats don't create revenue to cover the cost of operating the clinic. One solution is that we could reduce the number of procedures offered during the week. That would be quite easy as we would just cut back on the number of days the clinic is open for surgeries. But, that doesn't address our ongoing desire to serve as many as possible in the pursuit of our mission. So, like the airlines, we have taken to value-pricing to move those empty slots. For the time being. When we have openings available, we list a special deal on Craig's List and a couple of other free on-line services which are listed below in the "Methods" section. Please don't laugh. It has been successful. The deal has been next day (again, value-pricing is selling slots/seats at close-out) spay/neuter specials for \$20 per cat, male or female. Even though our fixed costs are about \$35 per surgery we have been offering this to at least keep the doors open for a full schedule. We have run fixed cost analysis of every component of our operation right down to the average cost for gauze and sutures. The cost to the public includes the surgery with pain medications plus rabies vaccination if timely. If the pet owner does not opt for any of our other services, we have been absorbing the overages. Most don't. We have also experimented with moving the value-price up to \$25 in order to help defray our costs. But, we found that it was not nearly as successful as that \$20 price point.

We are asking the Florida Animal Friends to subsidize the \$15 in our fixed costs that the public co-pay does not cover. Any additional costs beyond the basic alteration and rabies vaccination are optional and are paid by the pet owner. Therefore, this proposal ties very neatly into your desires and program requirements.

How does this program increase the number of sterilization surgeries above the existing baseline? For the purposes of this grant application, we would like to consider the baseline as the optimum number of surgeries that we could perform on a weekly basis without any holes in the schedule. Even though our program is still growing, our rapid progress which we experienced in the first few months has begun to taper off so that we are now reaching a point of diminishing returns. Translation, our growth is slowing. If we were to keep the clinic open only as much as we have slots booked, then we should be open only three and a half to four days. The balance of the schedule is sold out weekly through our value-pricing efforts. But, we can't keep absorbing those costs forever. We are booking 25 to 30 surgeries per day for five days our clinic is open and filling at list prices anywhere from 110 to 120 slots every week. We are asking for help for those other 20 to 30 slot-fillers which are currently flying off our shelves on the mark-down bin. Otherwise, in time, we will be forced to remove one of our days from our operations and drop back to only four days per week. That is our true baseline as that is what the market appears to be willing to consume at our regular pricing.

But, let's take this to another level. Hopefully we will continue to fill our 5-day schedule. Without your help we would likely be stuck for the foreseeable future at 5 days per week or perhaps cut back to 4 days. But with this grant, it is quite conceivable that we would expand yet again to 6 days thus establishing 5 days, or 135 surgeries per week, as a new baseline. Regardless of our experiences when implemented, this grant will make it possible for Cats Exclusive to either continue the value packages we are offering or perhaps enlarge the program to the next level.

Methods:

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

There is no criteria beyond the willingness to alter your pet or your neighborhood strays.

How will you advertise the program? Explain how the advertising will reach the target audience. Attach promotion materials if available.

As described above in the "Objectives" section, we are currently advertising this program on Craig's List, The Flyer.com and BackPage.com and have been very successful with it. At the right price point.

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

This has not proven to be an obstacle in our area. South Florida has very poor mass transit and it has grown without central planning. Consequently, vehicle ownership is very high. Actually, the subject of transportation with their animals to our facility has yet to come up in any of our conversations to date.

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.

People are responsible for keeping their appointments. We do not transport other people's pets or the animals they are responsible for.

Veterinary Services:

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

We have several licensed veterinarians on contract to perform surgeries in our clinic. They are all contracted on a per-diem basis and fill the schedule accordingly.

Please attach a collaboration letter from the lead veterinarian, practice, or association that will provide spay/neuter services. The letter should include a statement describing the fee schedule to be followed and whether the veterinarian(s) are on your staff, on contract, in a spay/neuter clinic, or in private practice. Please list all of the participating veterinarians or veterinary practices below, including address, phone number, and premise permit number (available at [www.myfloridalicense.com](http://www.myfloridalicense.com)).

Name	Address	Phone
<u>Cats Exclusive Low Cost Spay Clinic</u>	6350 W. Atlantic Blvd. , Margate, FL 33063	954-975-8349

Please note that our Premise Permit # is still pending. A print out from the Florida License web site has been attached with our collaboration letter.

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

	Amount Paid by Client	Amount Paid by Project	Total Amount
Range for Male Cats	\$ 20.00	\$ 15.00	\$ 35.00
Range for Female Cats	\$ 20.00	\$ 15.00	\$ 35.00
Range for Male Dogs	\$	\$	\$
Range for Female Dogs	\$	\$	\$

Please check each item below to indicate whether additional services are required at the time of surgery and whether the client is required to pay for them.

	Included in Cost	Not Offered	Optional	Required	Amt. Paid by Client
Examination	X Yes No				\$ -0-
Vaccination	Yes X No		X		\$ 3.00
Pain Medication	X Yes No				\$ -0-
Parasite Medication	Yes X No		X		\$ 5.00
Testing	Yes X No		X		\$ 25.00
Licensing	Yes X No	X			\$
Ear tipping	X Yes No				\$ -0-
Other	X Yes No				\$ -0-

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

The entire fee charged to the client is \$20 per animal. The vaccination checked off above is the rabies shot as required by law. It is not given if the cat has been vaccinated recently. We use Metacam as a Pain Med and it is included in the basic service fee. And the "Other" service we indicated as being included is an antibiotic, Polyflex, which is also included as so indicated above. While there are several other services available at our clinic, the client is under no obligation to choose them nor are they pressured in any way to do so. You can see a complete listing of our current services and prices on our website.

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

No. This program was in the past, and will be in the future, open to anyone who cares to fix their animals.

**Other Information:**

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

At this point, we would love to invite you to browse our website. We have a complete description of our clinic services and prices listed. Plus, we hope you will find the pictures posted to be reassuring of our commitment to this practice and to our community.

**Budget:**

Total number of sterilization surgeries projected: cats Average 25/week, or 1300 for the year  
dogs -0-

Total budget requested: \$ 20,000 Average cost/surgery projected: \$ 15.00 fixed, not an  
average.

Budget should not exceed \$20,000.

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

All overhead for the clinic and the shelter are absorbed by Cats Exclusive.

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. Funding for accepted projects will be available after August 1, 2008.

Projected start date: 08/01/08 or upon receipt of grant pledge      Projected end date:  
08/01/09 (MM/DD/YY)

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.

This clinic is very close to being self-sufficient. Our goal is to become a full-time veterinary clinic which can support itself. Obviously we are encountering some growing pains as any new venture does. But, after reading this grant application and seeing our approach to the practical aspects of clinic management, we hope you will agree that we are properly positioned after only six months of operations to reach our goals. Your monies, if granted, would help us realize those goals instead of having to take an unwanted step backwards.

Evaluation:

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

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.

We will incorporate a link to your main page for the Florida Animal Friends on the front page of our website. Additionally, there will be front page notice with logo on all future newsletters we produce and send out. And, if you have them available, a banner or poster will be prominently displayed at our shelter/adoption site and clinic.

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, state and national ordinances and laws.

Application submitted by:

Signed: \_\_\_\_\_ Date: (MM/DD/YY)

Name: Title:

## CHECKLIST OF ATTACHMENTS AND SUBMISSION INSTRUCTIONS

Organize the completed applications in the following order and complete checklist.

	Nonprofit Agencies	Municipal Agencies
1	Grant application	Grant application
2	Checklist	Checklist
3	Veterinary collaboration letter(s)	Veterinary collaboration letter(s)
4	Current fiscal year agency budget	Current fiscal year agency budget
5	Roster of board of directors	Letter of support from director
6	IRS 501(c)3 determination letter	Media coverage, brochures, PSAs, etc.
7	FL DOACS registration certificate	
8	IRS 990 or 990 EZ	
9	Media coverage, brochures, PSAs, etc.	

For all applicants:

- Completed grant application (hard copies and electronic copy)
- Veterinary collaboration letter for spay/neuter services
- Copies of newsletters, media clippings, public service announcements, brochures, etc. that pertain to the applicant's spay/neuter program (hard copies only, no videos, DVDs, etc).

For private nonprofit agencies:

- Current fiscal year agency budget
- Roster of applicant's board of directors, including address, phone number, email address, occupation and whether board members are compensated for their positions.
- IRS Tax Exempt # 59-2212954 (attach determination letter)
- FL Dept of Agriculture & Consumer Affairs Registration # CH-7537 (attach)
- Most recent IRS Form 990 (pages 1-4 & signature page) or 990EZ (page 1-2 & signature page).

For city, county, or tribal entities:

- For city and county governments, attach current fiscal year agency budget, the line item that the funds would be deposited into, a letter from the director of the city or county animal care and control agency on city or county letterhead clearly indicating support for the application of the grant proposal.
- For tribal entities, attach a letter signed from the Tribal Authority of the local Tribal Health Department.

Applications must be received by the due date of **April 1, 2008** to be considered in the current cycle. Applications received after the due date and incomplete applications will be returned without review. It is advisable to use a carrier that offers a guaranteed delivery date. Completed applications, including the grant application form, required supporting documents, and other attachments must be submitted together as a complete packet. Please submit 1 original and 4 identical hard copies of the application and all attachments for review. Each copy should be stapled or compiled with a binder clip. Do not use binders, folders, or other display materials for the applications. Please also email 1 copy of the application (signatures and attachments not required) to the address below.

Send 1 original and 4 hard copies of application or grant submission inquiries to: Florida Animal Friend, Inc., c/o Lois Kostroski, 13153 North Dale Mabry, Suite 105, Tampa, FL 33618, 866-303-3222, [info@floridanimalfriend.org](mailto:info@floridanimalfriend.org).

Send 1 electronic copy or content inquiries to: Julie Levy, [levyj@vetmed.ufl.edu](mailto:levyj@vetmed.ufl.edu), (352) 392-2226 ext 5717