

Grant ID: 66

**Title of Proposal:** CatPals Grant Request

**Agency Type:** Non-Profit

**Total Funding Requested:** \$9,000.00

**Check Payable To:** CatPals, Inc.

## Application Information

### Demographics

**Name of Applicant Agency:** CatPals, Inc.

**Person Submitting Proposal:** Joni Braunstein

**Organization Business Address:** P.O.Box 1867

**State:** FL

**Phone (xxx-xxx-xxxx):** (954)351-2287

**Cell:**

**Website Address:** www.catpals.org

**Position:** volunteer

**City:** Dania Beach

**Zip:** 33004

**Fax:**

**Email Address:** info@catpals.org

### Agency Details

**Dates of Last Fiscal Year: Begin:** 01/01/08 **End:** 12/31/08

**Organization Income in Last Fiscal Year:** \$12,845.00

**Organization Expenses in Last Fiscal Year:** \$11,443.92

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

**Number of Active Volunteers:** 25

**Total Volunteer Hours per Week:** 95.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** email/prior grant applications

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

#### Describe your agency:

##### Services Provided

- Unlimited Intake Shelter
- Limited Intake Shelter
- Foster Network
- Animal Control
- Spay/Neuter Services
- Other

##### Organization Structure:

- City, county, or tribal agency
- Private nonprofit agency
- Other

**List your current board of directors:**

<b>Name</b>	<b>Title</b>	<b>Phone</b>	<b>Occupation</b>	<b>Email</b>
Barbara Carmel	Director	954-594-0244	Retired	barizzy@bellsouth.net
Jeana Ochsner	Director	919-271-1198	C.P.A.	jdpcpa@mindspring.com
Linda Rooney	Director of Operations	954-926-7976	Financial Advisor	LindaRooney@myway.com
Marsha Keegan	Director	954-922-4611	Legal Secretary	marshakeegan@yahoo.com
Sandrine Kennedy Gaillard	Director	954-913-3243	University Professor & Chair	gaillard@nova.edu
Sue Diyeso	Treasurer	954-924-7976	Retired	sdiyeso@bellsouth.net
Susan Alaimo	Director	954-540-8640	Real Estate Broker	susanalaimo@aol.com
Val Miller	Director	954-648-4510	R.N.	velvaleem@aol.com

**Applicant Qualifications**

**For your organization, in the last complete fiscal year:**

165 cats and 0 dogs were admitted.

37 cats and 0 dogs were adopted.

7 cats and 0 dogs were euthanized.

120 cats and 0 dogs were sterilized.

**Briefly describe your animal programs:**

CatPals is a voluntary organization which maintains a colony of about 75 cats in North Beach Park, Hollywood, Florida, most of which are abandoned by their owners. The primary purpose of CatPals is to engage in ongoing T/N/R, while also providing daily feeding to the cats to both ensure their well being and reduce both foraging and euthanasia, and to prevent tourists from feeding the cats which is against the law. We are also increasingly engaged in community outreach, as more and more communities call upon us to assist with ever increasing abandoned cats due to the economic crisis which has engulfed South Florida. Finally, we are actively involved in educational efforts in our target area to promote sterilization programs.

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

Yes

**If not all, what percentage of animals are not currently sterilized before adoption?**

**If not all, how are animals selected for sterilization before adoption?**

**If not all, describe your sterilization policies and procedures for assuring sterilization after adoption:**

**Give additional background information on your organization's programs as they relate to this application and the qualifications of the personnel who will be in charge of this program. Show that you have the ability to carry out this program.**

In 1994, in response to the alarming numbers of cats abandoned in Hollywood's North Beach Park, concerned feeders and local veterinarians obtained consent from the City of Hollywood to implement a T/N/R program to prevent excessive euthanasia by Animal Control. While the program was manned only by volunteers for the first six years of its existence, CatPals finally secured 501(c) status in 2000, and was able, during the last 15 years, to reduce the feral cat population from over 300 to under 80 to date. With over 25 volunteers, including vets and vet assistants, our 15 year track record demonstrates the efficiency of our system and our ability to successfully manage and implement our T/N/R program. Articles have been written about our program in the Broward Sun Sentinel (Sunday, 4/15/1998, and 3/15/02), the Miami Herald (12/29/05) and CATFANCY Magazine (September, 2003), which further evidences both our commitment and viability.

**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?**

In fiscal year 2008, CatPals total income was \$12845.05, raised from a \$5000.00 grant, donations approximating \$5566.00, and a charitable event netting 2278.37. Our veterinary expense was \$4275.01, which is exceeded only by the cost of cat food. Our vet expense is expected to double based on current projections and the huge increase in cats being abandoned in our park. Since January, 2009, more than 30 cats have been abandoned at our beaches/target area. The rest of our expenses relate to fees, utilities and registration costs, with some miscellaneous advertising, severely restricted by our budget. Due to the economic crisis,

which is particularly adversely impacting South Florida, we can only anticipate our "foreclosure" cat abandonments to continue to rise at unprecedented rates. Additionally, these same economic woes have contributed to a significant increase in the numbers of communities/condos/streets that are contacting us for assistance with their own, increasing feral cat problems. To date, we have assisted in T/N efforts in the Emerald Hills area, the Renaissance Condo Complex, the North Beach Condo Association, the Watermark Condo Association, Roosevelt Street (a low income area), and an adult club called the Booby Trap where all of the females were either pregnant or in heat. As our own cat population increases due to unprecedented abandonments, and our community outreach assistance grows as well, we are in dire need of funding. We are entirely dependent on donations and grants and our sole ongoing, annual stipend/grant of \$5000.00 from the Joe Sonken Charitable Trust has been decreased to \$3500.00 for the current year due to lack of trust income. We sorely need your help to continue to reduce feral cat population and keep up with the soaring needs of our park and the surrounding target areas. The work and community assistance provided by our volunteers is growing but our funds are woefully inadequate to meet our goals.

## Target Population

<b>Geographical target area (name of city, county, etc.):</b>	Hollywood/Dania Beach, Florida
<b>Total human population in target area:</b>	145879
<b>Percent of residents living below poverty in target area:</b>	13.2%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	44206
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	36470
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	24314
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	unknown
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	unknown
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	approximately 30,000
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	unknown
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
<p>Our target area is unique, as it consists of public beach/park areas in which cats are simply "dumped" and abandoned by their owners. We have also found that cats are frequently abandoned in some of the higher income areas which comprise a part of our community due to the mistaken belief that residents in these areas are more able/likely to care for the animals in some fashion. We are also surrounded by some lower income areas which have been hard hit by the current economic depression, although it appears that no income level has been spared from the "foreclosure" crisis. However, we believe that cats are abandoned in our beach/park by individuals both from inside and outside our target area, due to the ease with which one can simply "dump" an animal at a park or beach, thereby rendering our target area animal population difficult to quantify.</p>	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
<p>The ease with which a cat owner can abandon his/her animals in a park/beach makes our target area the "perfect" site in which to do just that. Obviously, the most substantial source of cat overpopulation is failure to spay/neuter the animals, which is precisely the issue CatPals seeks to address. But in recent years, the downward spiral in property values and ever surging unemployment rates in South Florida, coupled with an unprecedented downturn in the financial markets, which affects everyone with a pension, savings, or 401K, has lead to a huge increase in pet abandonments, as people simply cannot afford to care for their pets. Our target population is growing at alarming rates, and unless we can obtain the resources to have these cats sterilized, we cannot hope to maintain, let alone reduce, the overpopulation crisis overwhelming our target area, let alone the surrounding communities which have come to rely on our T/N/R assistance.</p>	
<b>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?</b>	
<p>There are virtually no "free" FERAL spay/neuter services available in our target area. Animal control traps and euthanizes. Humane Societies charge fees, as do private veterinary practices and clinics. To the best of our knowledge, CatPals is the sole organization that provides free T/N/R in our community, and certainly in the park, with the full authorization of the City of Hollywood &amp; Broward</p>	

**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 of the spay/neuter project proposed for this grant:**

- Pets in low-income families
- Especially difficult or unique animal overpopulation sources
- Pit bull dogs
- Feral cats
- Special spay/neuter event
- Other

## Objectives

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

In 2008, approximately 120 cats were spayed/neutered through CatPals at a cost of around \$4300.00, As we anticipate this number to double to around 225 cats, at a cost of between \$40.00 and \$55.00 per sterilization procedure, we project our sterilization expenses to double to close to \$9,000.00 in the current fiscal year. We rely solely on donation, grants and fund raising events to obtain these funds.

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

As our organization is unique, in that it targets a specific feral cat population which is ever-increasing due to abandonments, our goal is to sterilize every cat that joins our target area. If our baseline is defined as our current feral cat population, which we anticipate will double at a minimum during this fiscal year due to current abandonments and the ongoing "foreclosure" cat crisis, then our program will increase sterilizations on a one to one ratio with the increase in our population. Additionally, our continually increasing community outreach assistance will reach adjacent community and their commensurate feral cat populations as well on a one to one basis. In short, we seek to sterilize every single feral cat brought to our attention

## Methods

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

Our criteria is simply that we address all feral cats in our target area as well as those in the communities who call on us for assistance.

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

Aside from the newspaper/magazine articles written about Cat Pals, and the extensive word of mouth in our target area and surrounding communities, we have a website, [www.CatPals.org](http://www.CatPals.org), which we use to disseminate information. We have fundraising events, including several flea markets and jewelry sales events, and we are reaching out to the middle and high schools in the target and surrounding areas to help increase awareness and obtain donations and volunteers. In fact, one middle school student recently featured Cat Pals in a video made for a county-wide school competition to further awareness of pet overpopulation and need for sterilizations. Her video, "Foreclosure Animals" is available on You Tube as well as our website. We also utilize any free media available to promote the issue of pet sterilization, but budget constraints make any significant paid advertising impossible. However, as the focus of our organization is feral cats, we concentrate more on fund raising efforts than traditional "advertising".

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

Again, due to the program's focus on feral cats, we have no real transportation, illiteracy or cultural hurdles to overcome. Our volunteers due occasionally incur costs transporting cats to and from the veterinarian, but as a solely volunteer organization, they simply absorb these costs. We would love to reimburse volunteers for gas, but our budget does not allow for such indulgences.

**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.**

Our volunteers trap and transport feral cats to the veterinarians we work with, and literally assume the risk(s) involved in same. As the cats involved have been abandoned and therefore have no owners, the legal issues here are virtually nonexistent. However, we do wish to ensure that our volunteers are not injured by the cats we trap, and to that end they wear gloves, have drop and regular traps with which they have familiarized themselves, and only volunteers trained to trap and handle the animals (to the limited extent they are handled, which is minimal if at all) are permitted by Cat Pals to engage in the trapping.

**Veterinary Services**

**Objectives**

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

We have arrangements with DPC Veterinary Hospital, as well as Broward Animal Hospital, to perform low cost sterilizations and required vaccinations, as well as optional low cost exams and medicines on an as-needed basis.

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Broward Animal Hospital	1180 N. Dixie Highway	Hollywood	FL	33020	954-925-2467	<input type="checkbox"/>
DPC Veterinary Hospital	6902 Sterling Road	Davie	Florida	33024	954-989-9879	<input checked="" type="checkbox"/>

**Fee Range**

What is the fee range to be paid for spay and neuter and what is the distribution to be paid by the client vs. the grant program? Keep in mind that Florida Animal Friend grant funds may only be used for costs directly associated with sterilization surgery (including anesthesia and pain control) 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	\$40.00	\$0.00	\$40.00
Range for Female Cats	\$55.00	\$0.00	\$55.00
Range for Male Dogs	\$0.00	\$0.00	\$0.00
Range for Female Dogs	\$0.00	\$0.00	\$0.00

Please check each item below to indicate additional services offered at the time of surgery, whether the client is required to pay for them, and if so what the fee is. For example, if an examination is required for surgery but is not charged to the client it would be marked:

Required  Yes, Fee to client  No

	Required, Optional, or Not Offered	Fee to Client?
<b>Examination</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$45.00
<b>Rabbies Vaccination if Due</b>	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
<b>Other Vaccination if Due</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$33.00
<b>Pain Medication</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$5.00
<b>Parasite Medication</b>	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$10.00

<b>Testing</b>	<input type="radio"/> Required	<input checked="" type="radio"/> Optional	<input type="radio"/> Not Available	<input type="radio"/> No	<input checked="" type="radio"/> Yes	\$60.00
<b>Licensing</b>	<input checked="" type="radio"/> Required	<input type="radio"/> Optional	<input type="radio"/> Not Available	<input type="radio"/> No	<input checked="" type="radio"/> Yes	\$25.00
<b>Ear tipping</b>	<input checked="" type="radio"/> Required	<input type="radio"/> Optional	<input type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes	
<b>Other</b>	<input type="radio"/> Required	<input type="radio"/> Optional	<input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No	<input type="radio"/> Yes	

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

Florida law requires rabies vaccine, licensing and ear tipping. All other procedures are done on a case-by-case as needed basis.

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

No

## Other Information

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

As has been repeatedly emphasized throughout, South Florida has been particularly hard hit by the current economic crisis, and these financial woes have spilled over into the pet population in alarming numbers. Our feral cat population is continually increasing in numbers never before seen in our 15 years of operation. Our goal is to sterilize each and every feral cat in our park/beach, our primary target population, and additionally, to sterilize every feral cat in the numerous and growing numbers of communities who contact us for help to contain their feral cat populations. We engage in a continuous program of T/N/R in our park, we attempt to obtain adoptions for all adoptable cats, and we maintain a daily feeding/watering routine for all cats in Hollywood North Beach Park. Our website, recent video, and school outreach programs will assist in educating the public about pet overpopulation, sterilization, and euthanasia. Our ultimate goal is to reduce our target population through sterilization and adoption rather than euthanasia, and our immediate goal is to maintain our population and address the increasing numbers of abandoned cats through T/N/R. Only with grant funding and donations can we continue to spay and neuter the ever growing population of feral "foreclosure" cats in our target area and South Florida communities. We would greatly appreciate your help.

## Budget

**Total number of sterilization surgeries projected:**

**Cats:** 225   **Dogs:** 0

**Total budget requested (Budget should not exceed \$25,000):** \$9,000.00

**Average cost/surgery projected:** \$45.00

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

Cat Pals' biggest expense aside from sterilization is cat food, which is provided by the volunteers and donations of both money and food. We hold flea markets and sell jewelry to raise funds, and solicit funds on our website as well. Our middle and high school outreach is also contributing to our funds to some extent. We are completely dependent on donations, and grant funds, to fund our program.

## 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, 2009.**

**Projected start date:** 01/01/09/   **Projected end date:** 01/01/10

## 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.**

In addition to soliciting grants and donations, we plan to hold several more "flea Markets", as well as jewelry "auctions" and to increase our presence in the middle and high schools in our area, both to educate and obtain volunteers and funding. We are seeking volunteers to enhance our website, which would also include various fund raising opportunities. We are also seeking further media coverage, to raise awareness both of pet overpopulation issues and to enhance our profile.

## 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.**

CatPals will promote the license plate program through our website as well as feature the license plates prominently in our "flea Market" events. We will also bring the license plates along to our middle school and high school outreach programs, so that students may encourage their parents to purchase same, and to encourage high schoolers who are driving or about to drive to purchase same. We intend to strategically place a few of the license plates in our target area as well, which is heavily trafficked by both locals and tourists alike.