

Grant ID: 108

Title of Proposal: Florida Animal Friend Grant Proposal

Agency Type: Non-Profit

Total Funding Requested: \$25,000.00

Check Payable To: SPCA, Inc.

Application Information

Demographics

Name of Applicant Agency: Society of Prevention to Cruelty, Inc.	Website Address: www.lovemypca.com
Person Submitting Proposal: Rachel Bulman	Position: Public Relations Director
Organization Business Address: 5850 Brannen Road South	City: Lakeland
State: FL	Zip: 33813
Phone (xxx-xxx-xxxx): 863-646-7722	Fax: 863-619-8570
Cell: 863-669-8775	Email Address: publicrelations@lovemypca.com

Agency Details

Dates of Last Fiscal Year: Begin: 06/01/07 **End:** 05/31/08

Organization Income in Last Fiscal Year: \$1,997,046.00

Organization Expenses in Last Fiscal Year: \$2,463,419.00

Number of Paid Employees: Full Time: 29 Part Time: 18

Number of Active Volunteers: 450

Total Volunteer Hours per Week: 382.00

How did you learn of the 2009 Florida Animal Friend grant competition? We are on your mailing list, and this is the first year that we have been able to submit.

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:

Name	Title	Phone	Occupation	Email
Ann Harman	Vice President	863-607-9354	Business Owner	foxxaph@tampabay.rr.com
Calvin Arter	Member	863-682-2417	Service Oil Company	winstonwoof@aol.com
Denise Gross	Vice President	863-644-3205	Hairstylist	nene3@tampabay.rr.com
Ellen Ryan	Member	863-815-0063	Retired	ccbrow@verizon.net
Emily Crossfield	Member	863-644-4108	Interior Design	usemily@aol.com
Jeannie Stevenson	Secretary	863-644-4095	Retired Teacher	stevenson63@verizon.net
Karen Lukhaub	Member	863-607-6622	Unknown	Karen.lukhaub@lakelandgov.net
Karen Mitchell	President	863-648-2825	N/A	atomicpoodle@tampabay.rr.com
Karen White	Treasurer	813-752-6183	CPA	kwhite@bhghm.com
Kathryn Cable	Member	863-683-0075	Unknown	kathy.cable@hotmail.com
Laura Newlin	Member	863-647-5337	Unknown	lnewlin@ccmattorneys.com
Linzy Wilson	Member	863-701-8070	Unknown	wilson.linzy@gmail.com
Liz Piotrowski	Member	863-646-2255	Unknown	spiotrow@tampabay.rr.com
Lois Schmidt	Member	863-686-9239	Retired	quita863@earthlink.net
Mary Stephens	Member	863-646-6403	Retired	maryspca@tampabay.rr.com
Ramona Blankinship	Member	863-644-0478	Lawyer	rlblawfirm@aol.com
Richard Stephens	Member	863-646-6403	Lawyer	rick.stephens@hklaw.com

Applicant Qualifications

For your organization, in the last complete fiscal year:

4930 cats and 3139 dogs were admitted.

1501 cats and 1846 dogs were adopted.

2934 cats and 784 dogs were euthanized.

4926 cats and 2463 dogs were sterilized.

Briefly describe your animal programs:

Our open-admission Lakeland adoption center is open seven days a week and accepts dogs and cats of any age or condition. Every day 200 mixed and purebred pets wait for qualified homes. Pets are acquired by surrender and shelter transfers. We receive more than 8,000 animals annually. Pets are available for adoption at a variable fee which includes a heartworm or FELV/FIV test, deworming, vaccinations, spaying or neutering and microchipping. Our adoptable pets are featured on our Web site, through radio promotions, offsite events and newspaper ads. People wishing to adopt a certain breed may join our matchmaker program. Once your match becomes available, a member of our staff will contact you, giving you time to come and meet your perfect match to complete your adoption. Our low-cost spay/neuter clinic was started in 2001 and has performed over 55,000 surgeries. Our clinic currently performs 7,500 spay/neuter surgeries annually. Two veterinarians perform sterilization procedures 5 days a week for the animal shelter and the public ensuring that all adoptable pets are sterilized prior to adoption. The SPCA also accepted vouchers from the county providing free spay and neuter surgeries for low-income families until the county eliminated the program and cut off funding. This program was the only program available in the county and now, there is no option for free sterilization to low income families. Our two-tier sterilization program (qualified lower price for low-income families and a non-qualified price for the general public) has been quite successful. Please also note that the non-qualified price is below the median private veterinarian fees in our area. The qualified lower price only covers a portion of the SPCA's cost to perform the procedure. We also provide humane education courses to foster responsible pet ownership in our community. Classes include Pet CPR and First Aid, New Pet Owner 101, Puppy Training, and Canine Training. More classes are added every day.

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.

Executive Director Warren Cox has been in the animal welfare business for more than 50 years. He is renowned in the industry for his innovative thinking, keen business operations and ability to breed an attitude of kindness everywhere he goes. Since beginning his career in 1952, Cox has managed more than 18 humane organizations around the United States. One of his biggest projects was completed when he served as Executive Director for the SPCA of Texas. Upon his arrival, the organization of 27 employees was in financial trouble. When he left 14 years later, the organization was debt-free, had an endowment, three shelters, two medical centers with a staff of more than 100 and an \$8 million budget. Animal People newspaper editor Merritt Clifton has called Cox the "dean of humane work in the U.S." Operations Director Patt Glenn has worked with the SPCA for over 6 years starting shortly after our spay/neuter clinic was opened in 2001. She oversees all clinic operations, adoption center operations and is our in-house expert on animal care. Medical Director Mark Wallace is a small animal veterinarian with over 20 years of experience as a former practice owner. He is currently in charge of surgical protocol of all veterinarians performing spay/neuter surgeries. He has had extensive spay/neuter training in the last two years with the University of Florida, Humane Alliance and Spay USA.

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?

We sterilize about 7,500 pets per year, and this year we are in line with those statistics. For each sterilization, we charge a fee relative to client income and our shortfalls are made up by individual donations. The only other options for sterilization are provided by private veterinarian services. Funding from your foundation would allow us to provide free sterilization for qualified clients. The spay/neuter clinic is funded by the reduced fees charged to all clients. The qualified low-income families pay a greatly reduced fee which only covers part of the cost. The shortfall is made up by private donations. The shelter animals that are adopted are sterilized prior to adoption at no cost to the new owner. This budget shortfall is funded by donations. With the current state of the economy, many sources of donations are decreasing and it is becoming difficult to offer free sterilization to low-income families without additional funding from grants, etc. The former program of Polk County is no longer in place due to County budget cuts. A new source of funding is desperately needed to offer a new program of free spay/neuter services to low-income families. The SPCA has the facilities and veterinarian staff but lacks in additional funding to provide a free spay/neuter program for low-income families.

Target Population

Geographical target area (name of city, county, etc.):	Polk County
Total human population in target area:	580594
Percent of residents living below poverty in target area:	12.7
Estimated number of pet cats in target area (human population divided by 3.3):	175938
Estimated number of pet dogs in target area (human population divided by 4.0):	145149
Estimated number of feral cats in target area (human population divided by 6.0):	96766
Number of cats admitted to animal control shelters in the target area last year (if known)	15525
Number of dogs admitted to animal control shelters in the target area last year (if known)	9450
Number of cats euthanized in animal control shelters in the target area last year (if known)	14225
Number of dogs euthanized in animal control shelters in the target area last year (if known)	6419
Please explain if you believe your target area animal population is significantly different than above.	
N/A	
Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:	
We believe that the greatest sources of dog and cat overpopulation is the free roaming unsterilized cats and dogs in our area. These pets come from families that do not have the income to provide sterilization for their pets which further expresses our need	

for funding.

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?

General Practice Veterinarians - currently spay/neuter pets for families with high disposable incomes SPCA Non-qualified Spay/Neuters - open to anyone regardless of income with reduced rates over private practice fees SPCA Qualified Spay/Neuter - low fees for low income families based on income as well as the number of people in the household - current program only covers part of the cost with losses covered by donations County Voucher Systems - returned small fee to SPCA to cover costs - has been stopped due to County budget shortfalls Currently there is no program for Polk County in which low income families can have their pets spayed or neutered for free. Such a program is desperately needed as these pets often roam and reproduce freely which adds to the pet overpopulation crisis.

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)?

We hope to offer a free spay/neuter program for low-income families at the SPCA. We want to be able to offer 2-4 free surgeries a day, 5 days a week at the fee schedule outlined in the application. While \$25,000 may not fund the program for the entire year, it may allow a program to be started while additional avenues of funding are pursued.

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

The SPCA has a qualified program with reduced fees for low-income families. However, when the County had a free voucher program in place, those families could use provided vouchers at the SPCA. Approximately, 35 families a month used the program before it was ended. With the current economic climate, many families cannot even afford the reduced fee and are not spaying/neutering their pets. This program would allow these low-income families to have a resource to have their pets sterilized. The economy is currently worse today than 6 months ago and approx. 35 families a month were using the program so as many as 50-85 families were month would not be unreasonable to attain with the new program. This would increase the number of surgeries by nearly 1000 pets per year above the current baseline of 7500.

Methods

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

Clients must provide proof of public assistance (i.e. medicare, Medicaid, SSI disability, food stamps, etc.) or a tax form which shows number of members in their household and income level. A photo identification card must also be provided.

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

Our executive director and public relations director have procured and maintained a great relationship with media outlets in the area on all forms of communication – radio, print and television. The program will be advertised at all community outreach events, included in all brochures and by mass flyer distribution. Press releases will also be distributed to major media outlets as funds become available. Other avenues of advertisement include our web site at www.lovemyspca.com and by word of mouth.

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

Currently, a transportation program has not been implemented, but plans to overcome illiteracy and cultural hurdles can be initialized. Overcoming illiteracy will be made possible through word of mouth, radio advertisements, in-person outreach events and television marketing. Cultural hurdles will overcome through bilingual staff and publication pieces as well as bilingual media outlets.

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.

This project does not involve the transportation of animals by someone other than the client.

Veterinary Services

Objectives

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

All spay/neuter surgeries will be performed by all SPCA staff veterinarians currently working in the SPCA spay/neuter clinic.

Veterinary Practices

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	\$0.00	\$25.00	\$25.00
Range for Female Cats	\$0.00	\$35.00	\$35.00
Range for Male Dogs	\$0.00	\$40.00	\$40.00
Range for Female Dogs	\$0.00	\$50.00	\$50.00

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

Required Yes, Fee to client No

	Required, Optional, or Not Offered	Fee to Client?
Examination	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Rabbies Vaccination if Due	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$14.90
Other Vaccination if Due	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$19.00
Pain Medication	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
Parasite Medication	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$8.00
Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$23.00
Licensing	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$10.00
Ear tipping	<input checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

Other Required Optional Not Available No Yes

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

Ear tipping is only required for feral cats and is free to the client. All dogs and cats are tattooed at the time of sterilization surgery.

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

No, this is not a voucher program.

Other Information

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

In Polk County, there are over 25,000 animals per year that are euthanized due to pet overpopulation from free roaming cats and dogs that are breeding at will. The SPCA is committed to reducing the pet overpopulation, and it is our goal to reduce this number over the next five years.

Budget

Total number of sterilization surgeries projected:

Cats: 650 **Dogs:** 350

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

Average cost/surgery projected: \$25.00

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

Donations and general public fee payments for spay/neuter surgeries will pay for our shortfalls.

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: 08/10/09/ **Projected end date:** 08/10/10

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.

The SPCA will continue to fund our Free Spay/Neuter for Low Income Families Program through our annual fundraising events, like the Pets on Parade and Auction for the Animals. We will also receive additional funds through community events and promotions, i.e. Downtown Lakeland Dog Gone Days of Summer First Friday event, Holiday Walkabout, etc. We will also continue to raise funds through our full-service and low-cost medical center which has been in operation for over 8 years. We also plan to foster humane education in and around our community with hopes that such a program will no longer be needed in the future.

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 promote the Florida Animal Friend Spay/Neuter License Plate through press releases, marketing in the form of flyers, print media ads and radio PSA's as well as website links, newsletter spots and, hopefully, television news stories. We will place the Animal Friends license plate on all SPCA vehicles and will include a photo of the picture of the license plate on our web site, in our newsletter and attached to all relevant press documents.