

Grant ID: 137

**Title of Proposal:** Clinic Subsidy Program  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$25,000.00  
**Check Payable To:** Cats Exclusive, Inc.

Application Information

Demographics

<b>Name of Applicant Agency:</b> Cats Exclusive, Inc.	<b>Website Address:</b> catsexclusive.org
<b>Person Submitting Proposal:</b> Richard Bilello	<b>Position:</b> President
<b>Organization Business Address:</b> 6350 W. Atlantic Blvd.	<b>City:</b> Margate
<b>State:</b> FL	<b>Zip:</b> 33063
<b>Phone (xxx-xxx-xxxx):</b> 954-975-8349	<b>Fax:</b> 954-973-3939
<b>Cell:</b> 954-701-2274	<b>Email Address:</b> cats6350@bellsouth.net

Agency Details

**Dates of Last Fiscal Year: Begin:** 01/01/09 **End:** 12/31/09

**Organization Income in Last Fiscal Year:** \$628,720.00

**Organization Expenses in Last Fiscal Year:** \$627,769.00

**Number of Paid Employees:** Full Time: 6 Part Time: 6

**Number of Active Volunteers:** 50

**Total Volunteer Hours per Week:** 350.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** We are a prior recipient

**Year(s) of previous Florida Animal Friend grants (if applicable):** 2008

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>
David Boyce	Director	561-487-2690	Engineer	cb0164@att.com
Karen Boyce	Treasurer	561-487-2690	Accountant	kdboyce@bellsouth.net
Marge Jackson	Vice President	954-575-3366	Retired	dearrimba@aol.com
Niuv Liriano	Secretary	954-975-8349	Business Manager	n.liriano@hotmail.com
Richard Bilello	President	954-701-2274	Retired	richardbilello@hotmail.com

**Applicant Qualifications**

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

308 **cats and 0 dogs were admitted.**

287 **cats and 0 dogs were adopted.**

8 cats and 0 dogs were euthanized.

3429 cats and 0 dogs were sterilized.

**Briefly describe your animal programs:**

In September 1998, Cats Exclusive opened the first storefront feline adoption center in Broward County. More than 375 cats were adopted out in our first year and we adopt out 300 to 400 every year. In 1996 we started our Spay-Neuter-Adoption-Program (SNAP) for feral and homeless cats. SNAP offers assistance with spaying and neutering for cats at a low cost. At that time, SNAP included the exam, FeLV/FIV testing, annual shots, rabies shot, ear cleaning and ear mite treatment, nail trimming and spay/neuter. We worked with several participating veterinarians in the community and more than a thousand cats were altered every year thus preventing the birth of millions. It has always been a low-cost service but has now been folded into our low-cost spay/neuter clinic. In September of 2007 Cats Exclusive began its most ambitious project ever with the opening of its very own low-cost spay/neuter clinic. The clinic began operations with surgeries scheduled for just two days per week. We have rapidly expanded and are now operating five days every week. Services offered focus of course on spay and neuter. But we also make many other needed services available. All of these have been set at very reasonable prices. We welcome other rescue groups and independent trappers to use our facilities and many have come to rely on our open booking methods so we can accommodate their various needs. Every October, Cats Exclusive holds its cat show at the Ft. Lauderdale War Memorial Auditorium. This has grown into the largest show of its kind in South Florida. It has always been a very successful weekend for Cats Exclusive as we usually find forever homes for about two dozen of our cats during the show.

**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 ou this program.**

Our clinic staff is now headed by Dr. Miriam Molstad, DVM. She is the veterinarian in charge and is a University of Florida graduate with experience conducting veterinary medicine in shelters and in private practice. She is assisted by Dr. Philip Homans, DVM and Dr. Bruce Zellman, DVM. Both Drs. Homans and Zellman are graduates of Ohio State University School of Veterinary Medicine and have over 20 years experience in private practice. These three doctors are supported by Andres Izquierdo, lead technician and supervisor of surgery, schedules and inventory. The receptionist, clinic tech and part time staff all report to Niuv Liriano, our general manager and to Richard Bilello who is the corporation's president. Marge Jackson, founder and Executive Director has been involved with all aspects of the organization from the annual cat show, the starting of our SNAP program, the adoption center and most recently the CEI Low-Cost Spay/Neuter Clinic. Ms. Liriano as the general manager is responsible for the day-to-day operations of the clinic and the adoption center.

**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. Since our clinic opened a couple of years ago we no longer take our babies out to one of our participating offices. Their surgeries are now performed in-house. But, that is not the purpose for this grant request. We have expanded our program but we still need to 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.

**Target Population**

<b>Geographical target area (name of city, county, etc.):</b>	Broward, Palm Beach and Miami-Dade Counties
<b>Total human population in target area:</b>	5,414,772
<b>Percent of residents living below poverty in target area:</b>	13.1%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	1640840
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	1353693
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	902462
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	38,800
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	37,800
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	32,800
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	17,300

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

We don't have any reason to believe that the general population divisors used above should be any different here in South Florida. The three counties are so large and diverse that these are probably representative of this area. However, we would like to add that the number of animals admitted and killed quoted above are provided by the three counties' Animal Care & Control Divisions for the fiscal year ended in 2009. 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 that maintain open-access policies. They take in relinquished animals and cannot adopt all that they do take in.

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

The basic explanation is so familiar to all of us. That is the ease with which a cat owner can abandon his/her animals in combination with their failure to spay/neuter their animals. This has been the issue Cats Exclusive has been addressing ever since we organized over 30 years ago. But in recent years, the downward spiral in property values and ever surging home foreclosure rates, the higher than average unemployment rates in South Florida, and the unprecedented downturn in the financial markets, has lead to a huge increase in pet abandonments, as people simply cannot afford to care for their pets. Our target population in South Florida is still growing and unless we can obtain the resources to have these cats sterilized, we cannot hope to maintain, let alone reduce, the overpopulation crisis overwhelming this area.

**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?**

The three counties that comprise this area are heavily populated and as such we have quite a few low-cost programs and clinics for the public to choose from. Here is a summary of the more important programs. · 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 participate 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. · 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. · The Pet Aid League, a division of the Humane Society of Broward, offers low-cost referrals to anyone in Dade, Broward and Palm Beach Counties. Area wide private 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. · There are other low-cost clinics in Broward. Stray Aid and the Clydey Foundation are both non-profit organizations that have recently set up clinics open to the general public. They are operating 3 to 4 days per week and both offer a range of services at reasonable prices. And, Discount Pet Clinic is a full-service for-profit clinic that is open to the general public 6 days per week. · Miami-Dade County has a few significant programs. The Greater Miami Humane Society has two locations where clinics provide spay/neuter as well as other services 6 days per week. One in North Miami and the other down near Homestead. And, the county offers low-cost surgeries for cats on Thursdays to anyone who shows up at 7:30 AM. There is also another low-cost clinic open to the public, Planned Pethood in North Miami. And, The Cat Network offers certificates to members only that can be used at participating clinics but these can only be used for ferals and strays. · Palm Beach County has a few programs. Animal Control offers their Spay Shuttle at a very low-cost to residents but the wait times are exceedingly long. Paws2Help has a clinic but they do not offer testing for ferals. Only the surgery. And Peggy Adams Animal Rescue has a very busy clinic but they do not welcome ferals at all. At the very northern end of Palm Beach, in Jupiter, is Safe Harbor Animal Rescue that has an active low-cost clinic. Then we have the unfortunate case of Animal Aid in Boca Raton that just set up their mobile clinic and was going to start a mobile service before their van was recently destroyed by fire. They are still operating out of their shelter on a limited basis and have plans to restart a mobile service in the future.

**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)?**

The primary objective is to give the trappers and organized TNR groups a reliable clinic to bring their cats when they trap. While there are several clinics and programs in the three-county area known as South Florida, most of the other clinics have a drawback that can deter trappers from using them on a regular basis. Sometimes it is accessibility. Other times the right mix of services is not available. It's tough to find it all in one spot. Cats Exclusive is just that. We service cats only. We want to make our clinic the first choice for those in our community that are working hard to make a difference in the cat over-population problem. We are proposing a subsidy program funded by the Florida Animal Friends grant. It will be available to the trappers, TNR groups or anyone who traps and brings in ferals or free-roaming cats with a very affordable value price for the surgery of either \$35 for females or \$20 for males. We will be targeting those trappers who work the trailer parks in our areas, plus the commercial and light industrial areas as well. We will be able to offer this low co-pay on their part by reducing our basic surgical prices on the three slower days of the week that we are open ( Mondays, Tuesdays and Thursdays ) from \$75/\$60 ( female/male ) to \$65/\$50 by applying a flat \$30 per surgery that will be funded by this grant. We should note that our clinic is also open on Fridays and Saturdays but those days run full with usually every appointment booked every week. This program will encourage a higher level of bookings on those three slower days allowing us to get more value out of our fixed overhead costs. We have continued to remain open those days even though our bookings have been lower than the other days as we need to establish that we are the dependable low-cost clinic we aspire to be. We know how it is in the trapping world. We know that many of these bookings will not translate into actual surgeries as we will be dependant upon the trappers to succeed in their efforts the night before they have their appointments. But, this offering will increase the utilization of the clinic on those three days. Which will be a win-win for everyone.

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

If the full \$25,000 requested is granted, we will be able to offer 833 subsidized surgeries to the organized and back-yard trapping community during the next year. By filling the slots in our appointment calendar that would normally go unused, we will be adding those 833 extra spay/neuters directly onto our current baseline of 3429 surgeries that we performed for the public last year.

Methods

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

There is no criteria beyond the willingness to alter feral cats and neighborhood strays.

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

This program will be featured on our clinic's page as people make their appointments. Also, we will be advertising this program on Craig's List, The Flyer.com and BackPage.com. At the right price point this has proven to be very successful in the past including during our use of the Florida Animal Friends grant from 2008.

**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 cannot transport other people's pets or the animals they are caring for.

Veterinary Services

Objectives

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

Our primary in-house veterinarians have been detailed previously. These two vets are on-staff for CEI. Everything required for this project is completed in-house. We only go to outside hospitals when we have need for very specialized care for unusual situations.

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	\$20.00	\$30.00	\$50.00
Range for Female Cats	\$35.00	\$30.00	\$65.00
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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<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 <input style="border: 1px solid black; width: 50px; text-align: center;"/> \$10.00
<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 <input style="border: 1px solid black; width: 50px; text-align: center;"/> \$15.00
<b>Pain Medication</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>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 <input style="border: 1px solid black; width: 50px; text-align: center;"/> \$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 <input style="border: 1px solid black; width: 50px; text-align: center;"/> \$30.00
<b>Licensing</b> <input type="radio"/> Required <input type="radio"/> Optional <input checked="" type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes

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

The entire fee charged to the client will be \$20 for a male or \$35 for female. 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 in the basic service price is an antibiotic, Polyflex. 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 wants to fix feral or stray cats.

### 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: 833 Dogs: 0

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

**Average cost/surgery projected:** \$31.00

**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, 2009.**

**Projected start date:** 08/01/10/ **Projected end date:** 07/31/11

### 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 that 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 a couple of years 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.

### 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 have incorporated a link to your main page for the Florida Animal Friends on the front page of our website. We have displayed your materials, posters and brochures, prominently in our shelter/adoption site and clinic. Finally, we did secure a very favorable newspaper article as a feature in our largest major daily newspaper, the South Florida Sun-Sentinel. All of the above were part of our grant report sent to you in 2009 following the successful completion of our grant project from 2008.