

Grant ID: 172

**Title of Proposal:** Stop Littering!  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$25,000.00  
**Check Payable To:** Collier Spay Neuter Clinic

Application Information

Demographics

<b>Name of Applicant Agency:</b> Collier Spay Neuter Clinic	<b>Website Address:</b> www.collierspayneuter.org
<b>Person Submitting Proposal:</b> Pallas Diaz	<b>Position:</b> Executive Director
<b>Organization Business Address:</b> 2544 Northbrooke Plaza Dr.	<b>City:</b> Naples
<b>State:</b> Florida	<b>Zip:</b> 34119
<b>Phone (xxx-xxx-xxxx):</b> 239-514-7647	<b>Fax:</b> 239-591-4051
<b>Cell:</b> 239-248-2635	<b>Email Address:</b> pallas@collierspayneuter.org

Agency Details

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

**Organization Income in Last Fiscal Year:** \$279,389.00

**Organization Expenses in Last Fiscal Year:** \$215,771.00

**Number of Paid Employees:** Full Time: 5 Part Time: 0

**Number of Active Volunteers:** 65

**Total Volunteer Hours per Week:** 70.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** when purchased license plates

**Year(s) of previous Florida Animal Friend grants (if applicable):** 0

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>
Cathy Ahern	Vice President	978-994-9299	Realtor	cathy15@marconaplesonline.com
Dr. Will Rosenbaum	Treasurer	617-470-9218	retired veterinarian	rentavet@aol.com
Pallas Diaz	Secretary	239-248-2635	Executive Director CSNS	pallas@collierspayneuter.org

**Applicant Qualifications**

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

0 cats and 0 dogs were admitted.

0 cats and 0 dogs were adopted.

0 cats and 0 dogs were euthanized.

799 cats and 803 dogs were sterilized.

**Briefly describe your animal programs:**

High volume, low-cost spay neuter services open to the public. Feral cat trap bank.

**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?**

n/a

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

n/a

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

n/a

**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.**

CSNC, a 501c3 organization, will be the lead agency for Stop Littering! and its Director, Pallas Diaz, will be responsible for the success of the program. CSNC is a Humane Alliance model, a high quality, high volume, affordable spay/neuter clinic that serves all of Southwest Florida. Pallas has a Bachelor's degree in Biology and is completing coursework at St. Petersburg College for her Certification in Veterinary Practice Management. She has over 12 years of experience working in various veterinary settings, and long-term involvement with local animal welfare groups; fundraising, event planning and managing volunteers. She led her organization to raise more than \$150,000 to open CSNC in under a year and a half, during the height of the National economic crisis. She is the President of Collier County Animal League, (CCAL), an animal advocacy group. CCAL members and volunteers received Disaster Animal Response Team, (DART), training and opened Collier County's first pet friendly hurricane shelter. She brought together more than 125 volunteers to found the Collier Community Cat Coalition, who will be implementing our community wide Trap Neuter Return program, based upon the Humane Society of the United States workshop she attended led by Bryan Kortis, "Implementing Community Wide TNR". She has been working with government and the community to address animal welfare and policies that will put an end to unnecessary euthanasia for free-roaming cats in Collier County. In February 2010, Ms. Diaz was awarded Animal Advocate of the Year in Collier County for all of her efforts to improve the welfare of companion animals in her community. She will work closely with all partners of this project to ensure that the guidelines of the program are followed; to make the clinic available for surgeries and to keep the project within budget. She will be responsible for all reporting as detailed in the grant application.

**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?**

As a Humane Alliance model, CSNC is a self-sustainable business model. The high volume of surgeries performed, allow the clinic to continue offering affordable sterilizations. Additional resources are needed because there is currently no government or county funding for public spay/neuter in Collier County. Therefore, humane organizations and individual colony caregivers/trappers must pay for TNR projects out of their own pockets, thereby limiting efforts of TNR. Since CSNC opened last August, discounts and subsidies for feral cats caregivers have been ongoing. But due to the recent "explosion" of the feral cat population, increased funding along with a coordinated effort is required to get a handle on this issue.

Target Population

<b>Geographical target area (name of city, county, etc.):</b>	Collier County, Florida
<b>Total human population in target area:</b>	309360
<b>Percent of residents living below poverty in target area:</b>	9
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	93746
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	77340
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	51560
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	3571
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	4472
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	2435
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	1747
<b>Please explain if you believe your target area animal population is significantly different than above.</b>	
The target area is not significantly different than above.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b>	
Our year round warm weather leads to cats having a substantially lengthy heat cycle, a never-ending kitten season and a higher kitten survival rate. Further exacerbating the problem, is the economic crisis, which has led to an overwhelming increase in pet abandonment and unwanted litters. In addition, lack of public/private funding for spay/neuter and much higher than average costs for pet sterilization at local veterinary practices is a factor. By targeting existing feral colonies for sterilization, our belief is that intake and subsequent euthanasia at our local shelters will substantially decrease resulting in a reduction in costs that will allow shelters to shift priorities to more important issues.	
<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>	
1) Private veterinary clinics: cost to spay/neuter a cat above \$350 on average. 2) A voucher program for qualified low income pet owners, it is a cost-share program meaning that the owner or caregiver must pay \$30 for the surgery. For many owners, trappers, other organizations and individuals this can be cost prohibitive over time and subsequently discourages additional trapping. 3) CSNC (opened August 2009) is open to the public, with a cost of \$50 to spay a cat and \$40 for cat neuter (Additional \$5 discount for ferals). More funding is needed to do TNR at a rate that will successfully impact the tremendous feral cat population in a timely manner.	
<b>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:</b>	
<input type="checkbox"/> Pets in low-income families <input type="checkbox"/> Especially difficult or unique animal overpopulation sources <input type="checkbox"/> Pit bull dogs <input checked="" type="checkbox"/> Feral cats <input type="checkbox"/> Special spay/neuter event <input type="checkbox"/> Other	

Objectives

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

1) With these funds, we will sterilize approximately 625 free roaming cats in Collier County. This number could vary slightly if the split between male and female cats is not 50/50. 2) A decline of 50% in feral cat euthanizations at the County shelter within 2 years. 3) A decline in the growth of the feral colonies. 4) A reduction in the numbers of litters being born to feral cats. 5) A sterilization rate of minimally 70% in each of the colonies in the target zip code/s.

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

Currently, the largest obstacle for trappers is a lack of funding. Trappers want to TNR more cats but cannot afford to do it on their own. There are many concerned citizens in Collier County that will also help if they do not have to pay for it all themselves. This program provides funding for existing trappers in Collier County to resume trapping at their maximum levels in support of the "Stop Littering!" program. This program is simple for trappers to utilize, all they are required to do is trap the cats, bring them to CSNC in a trap for surgery and then return them to the colonies where they were trapped. With the process made more simple to facilitate, trappers should be able to significantly increase the number of cats they TNR.

## Methods

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

All cats or kittens must be free roaming, trapped in a colony of the required targeted zip codes and brought into the clinic in a humane trap.

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

The focus audience for "Stop Littering! " is a coalition of trappers and colony caregivers in the County. There will be little need for a widespread promotion or marketing campaign for this project. Members of the coalition will be notified by CSNC that the grant has been awarded and then they will be given the parameters for utilizing the funding. There will be signage at Domestic Animal Services, CSNC and the PetSmart Adoption Center (Naples, FL) announcing this program with information on who to contact for more details. CSNC will utilize their enormous Facebook following (more than 1200 members on their "Causes" page and an additional 500 "fans" on their CSNC Page) and email database of nearly 3000, as well as provide PSA's on their YouTube, website, and social media outlets, to communicate the successes and needs of the project. In addition, the trappers and caregivers involved in the project will use CSNC's Facebook "Groups" page to log their colonies' successes for easy access by Pallas to help with reporting on the project.

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

Information posted to the community will be in English and Spanish. We also have volunteers who are bilingual, (spanish speaking). Assistance will be provided for any illiterate trappers and transportation barriers can/will be addressed by utilizing CSNC's transport vehicle.

**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.**

In this case, there will not be "clients" as the target population is feral cats. For the most part, trappers will provide their own transportation. For very large colonies, CSNC has a transport van designed for the safe transport of cats and dogs. CSNC carries D&O, property, liability, volunteer and van insurance. The driver of the CSNC van has been trained regarding the safe handling, loading and unloading of pets for transportation to and from the clinic.

## Veterinary Services

### Objectives

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

CSNC has a full time veterinarian on staff capable of performing 35 spay/neuter surgeries each day, Monday-Friday.

### Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Collier Spay Neuter Clinic	2544 Northbrooke Plaza Dr.	Naples	Florida	34119	239-514-7647	<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	\$0.00	\$35.00	\$35.00
Range for Female Cats	\$0.00	\$45.00	\$45.00
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 checked="" type="radio"/> No <input type="radio"/> Yes
<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 \$12.00
<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 checked="" type="radio"/> Required <input type="radio"/> Optional <input type="radio"/> Not Available	<input checked="" type="radio"/> No <input type="radio"/> Yes
<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 \$25.00
<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 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:

All cats will receive a brief examination by our veterinarian prior to surgery. Cats will be spayed/neutered, given an injection of Ivermectin for intestinal parasites, have their ears cleaned and treated for ear mites, given a 3 yr. rabies vaccine, and kept post-op overnight. CSNC has a subsidy fund that will cover all related costs of the Ivermectin, ear mite treatment and rabies vaccine. Minimal ancillary services are available at the additional fees listed above, though not encouraged. FELV/FIV testing for ferals will be strongly discouraged, this is a standard policy of CSNC. Licensing is no longer required for ferals in Collier County so licenses will not be offered.

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.

Prior to beginning the project or communicating with trappers, a plan will be documented with our partners that outlines the program, its goals, the participants, TNR processes, expected outcomes and the reporting criteria. It is expected that plan development will not take long as there is a successful model to follow being utilized by one of our partners. Because CSNC is a fully functional clinic already in operation, there will not be a lengthy start up process. Once an award is granted and the plan is agreed upon by all parties, CSNC will notify partners and review the program so trapping can begin immediately. A list of partners or collaborators in the project: For the Love of Cats, Inc. (www.floridacatrescue.com) – a local 501c3 no kill cat shelter doing both TNR and adoption work in Collier County solely with volunteers. They will provide project oversight and trapper management. Collier County Community Cat Coalition (www.collierferalcatcoalition.org) -- an approved 501c3 organization and is a collaboration of animal rescue groups and community members working to reduce the number of homeless, free roaming and feral cats in Collier County

through the development of effective sterilization and Trap Neuter Return (TNR) Programs. They will assist with trapping, education and referrals. Animal Compassion Project ([www.animalcompassionproject.org](http://www.animalcompassionproject.org)) -- a nonprofit 501c3, all volunteer, feral cat and companion animal rescue resource and referral organization. They will assist with trapping, education and referrals. Collier County Domestic Animal Services ([www.collierpets.org](http://www.collierpets.org)) --the government run shelter for Collier County. They are supportive of this TNR effort and will assist with tracking and measuring success of the program as well as provide information to the community regarding our progress and successes.

## Budget

### **Total number of sterilization surgeries projected:**

**Cats:** 625   **Dogs:** 0

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

**Average cost/surgery projected:** \$40.00

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

Each feral cat will receive a three year rabies vaccine, an injection of Ivermectin, earmite treatment and ear tipping. The total clinic cost for this is \$3.00/cat which will be paid from a subsidy fund of CSNC.

## 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.**

The clinic has a "sub-account" opened where donations coming in through the clinic are deposited. These funds allow CSNC subsidize surgeries for those who truly can not afford the already low cost prices. CSNC has developed a co-pay system for trappers using the subsidies, where trappers pay \$10 per spay/neuter and the remaining balance is subsidized through the feral fund, this allows them to stretch their donation dollars. CSNC has a sizable following in social media who will be kept informed and current on the progress of the "free-roaming cat project". CSNC will report on numbers sterilized and subsequent impacts on local colonies and will provide updates on any reductions in shelter intake and euthanasia resulting from this effort. CSNC will appeal to their social media following for donations to assist with funding to help continue the trapping. Collaborators of the project will continue to fundraise as well and all groups involved will continue to submit collaborative proposals for grant funding from sources other than Florida Animal Friend, including PetSmart Charities and others. As a Humane Alliance model, CSNC is a self-sustainable business model. The high volume of surgeries performed, allow the clinic to continue offering affordable sterilizations. As demand for services increases, CSNC will add a second veterinarian and support staff to meet the demand. CSNC is committed to ending pet overpopulation in Southwest Florida and TNR is an integral component to achieving that goal.

## 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.**

CSNC has a link to the Florida Animal Friend Spay/Neuter License Plate site on the homepage of our website that will remain. A press release will be sent to the local newspapers announcing the award with contact information for the organizations directing the program. All information posted to the coalition and to the public will make reference to this grant and promote the purchase of the plate. Any newsletters that members of this coalition distributes will remind our supporters about the availability of the license plate. The license plates and a Florida Animal Friend poster are currently on display at CSNC and will remain indefinitely.