

Grant ID: 276

Title of Proposal: Cocoa Area Cat Sterilization Project
Agency Type: Municipal
Total Funding Requested: \$25,000.00
Check Payable To: Brevard County Animal Services and Enforcement (BASE)

Application Information

Demographics

Name of Applicant Agency: Brevard County Animal Services and Enforcement (BASE) **Website Address:** www.brevardanimalservices.com
Person Submitting Proposal: Michael S. McFarland **Position:** BASE Director
Organization Business Address: 2725 Judge Fran Jamieson Way, Building A **City:** Viera
State: Florida **Zip:** 32940
Phone (xxx-xxx-xxxx): 321-633-2105 **Fax:** 321-633-2011
Cell: 321-426-6090 **Email Address:** mike.mcfarland@brevardcounty.us

Agency Details

Dates of Last Fiscal Year: Begin: 10/01/09 **End:** 09/30/10
Organization Income in Last Fiscal Year: \$3,777,141.00
Organization Expenses in Last Fiscal Year: \$3,777,141.00
Number of Paid Employees: Full Time: 38 Part Time: 10
Number of Active Volunteers: 20
Total Volunteer Hours per Week: 75.00
How did you learn of the 2009 Florida Animal Friend grant competition? From the Humane Society and other animal organizations
Year(s) of previous Florida Animal Friend grants (if applicable): none

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
NO DIRECTORS	N/A	000-000-0000	N/A	

Applicant Qualifications

For your organization, in the last complete fiscal year:

10629 cats and 6514 dogs were admitted.

1230 cats and 1251 dogs were adopted.

5883 cats and 1781 dogs were euthanized.

1200 cats and 1200 dogs were sterilized.

Briefly describe your animal programs:

Our animal programs include: [1] animal control and enforcement services for Brevard County (includes impoundment of strays, which are kept for seven days to give guardians a chance to claim them before they are made available for adoption to the public); [2] two open shelters, which are required by County law to take in all animal species which arrive at our shelters; [3] adoptions, both on-site and off-site (at a variety of places throughout Brevard County, including certain community events, businesses, dog parks, and anyplace else requesting us to participate in an adoption event); [4] rescue network, which includes at least 50 rescue groups in Brevard, Orange, Hillsborough, Alachua, Palm Beach, and other counties (animals are transported from our shelters by a group's representative or by one of our volunteers); [5] foster network, consisting of approximately 75 individuals in Brevard County who provide temporary homes for animals needing extra care while they await adoption; [6] temperament testing, performed by shelter staff to evaluate the suitability of dogs and cats for adoption; [7] lost and found, which includes a database of reported lost pets which is checked when strays are brought to our shelters, posting of strays on our website (along with advice on what to do if someone loses a pet), and coordination with the nonprofit Brevard Lost Pets whose mission is to reunite pet guardians with their lost pets; [8] pre-adoption spay/neuter surgeries, performed by our staff veterinarian (with assistance as needed from a contract veterinarian at our shelter in Melbourne (south Brevard), the Central Brevard Humane Society in Cocoa, and the North Brevard SPCA in Titusville); [9] wellness care, performed by our staff veterinarian to ensure that our animals are healthy for adoption and to treat fostered animals while they need follow-up medical care; [10] pet euthanasia, when requested by guardians; [11] Paws & Stripes, a collaboration with the Brevard County Sheriff in which jail inmates (under the direction of a Deputy Sheriff) provide socialization and behavioral training of selected shelter dogs to prepare the dogs for adoption and help rehabilitate the inmates; [12] education outreach, in which BASE sets up information tables at community events, and animal control officers and the BASE Director fulfill requests to speak (at schools, community events, etc.) about responsible pet guardianship (including spay/neuter); [13] volunteer program, which uses volunteers in most aspects of shelter operations (e.g., greeters, off-site adoptions, cat socialization, dog walkers, administrative work in office and behind reception desk, telephone answering, general cleaning (including cat cages), dishwashing, laundry, animal feeding, gardener/landscaping).

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.

While BASE performs spay/neuter surgeries at our County shelters, our staff veterinarian's full workload limits these to animals being adopted. As described above, even with these pre-adoption surgeries, we sometimes need help from others (a contract vet, Central Brevard Humane Society, and North Brevard SPCA). Because of this, we are partnering on this grant project with Central Brevard Humane Society (CBHS), which has the expertise and capacity to perform the number of surgeries we are proposing. CBHS has been in operation in Brevard County since 1952. In 2009, they opened a modern clinic (including a fully-equipped operating room) to provide low-cost routine medical care, with an emphasis on spay/neuter services, for their shelter pets and those in the community. Currently, they perform spay/neuter surgeries two to three days per week, along with Wellness Wednesday and Saturday services to ensure access to low-cost vaccinations and other health-care services for pets. In 2010, they performed 2,654 spay/neuter surgeries (1,140 dogs and 1,514 cats). In spite of these large numbers and their greatly-reduced fees, their clinic is not

fully utilized, and they would like to take advantage of their excess capacity to participate in this spay/neuter project for the underserved, low-income population in their community. Currently, their clinic is closed on Mondays, but they are prepared to open on Mondays to perform this grant project's surgeries. Our project will fund 1,250 surgeries, with an average of 25 surgeries per week. CBHS is accustomed to performing up to 30 surgeries per day, so their proposed Monday schedule can accommodate our project. However, if needed, they are also prepared to perform this project's surgeries on additional days of the week. The surgeries will be performed by CBHS's full-time staff veterinarian, Dr. Mark Mathusa (with 24 years' experience), assisted by Lead Veterinary Assistant Karen Chambers (with 13 years' experience) and Veterinary Assistant Lazara Anderson (with almost 2 years' experience). If additional veterinarian assistance becomes necessary, CBHS will contract with another qualified veterinarian(s) who will work under Dr. Mathusa's supervision. Overseeing this project at CBHS will be Executive Director Theresa Clifton, who has extensive feline knowledge and experience, has served on multiple County and community boards concerned with animals, and has served CBHS for 16 years (including Board of Directors (two years as President) and seven years as Executive Director). BASE staff will perform all administrative aspects of this grant project, including providing the phone number for inquiries, qualifying participants, disbursing grant funds to CBHS upon receipt of billing, monitoring the project's progress, and preparing all grant-required reports and paperwork. Procedural details for scheduling surgeries will be shared between BASE and CBHS.

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?

All of the sterilizations performed by BASE have been solely pre-adoption surgeries. There is no specific line item in our budget for this service, as it is part of the routine duties of our staff veterinarian and two vet technicians. However, in response to the pressing need in our community for affordable cat sterilization, in February 2011 we launched our "Fixing To Save Lives" low-cost pet sterilization program, funded solely by private donations. In this program, low-cost providers in North, Central, and South Brevard have agreed to sterilize cats for \$45, with \$20 to be paid by the client and \$25 to be paid by the fund. (For now, the fund pays only for cat surgeries; dogs will be added later as the fund grows.) Thus far, we have raised \$2,600 for this nascent fund; but that does not begin to tackle the enormous problem of cat overpopulation in Brevard. We need a much greater amount to start to make a noticeable difference in the number of unwanted cats entering our shelters. In these economic times when governments at all levels are struggling with declining revenues, it is a certainty that our County government will not increase our budget to fund sterilizations outside of our shelters. Therefore, we must seek funding from private resources, including grants.

Target Population

Geographical target area (name of city, county, etc.):	Cocoa, Cocoa West (the unincorporated area west of Cocoa, including Canaveral Groves), and Rockledge, Florida
Total human population in target area:	47,991
Percent of residents living below poverty in target area:	27%
Estimated number of pet cats in target area (human population divided by 3.3):	14543
Estimated number of pet dogs in target area (human population divided by 4.0):	11998
Estimated number of feral cats in target area (human population divided by 6.0):	7999
Number of cats admitted to animal control shelters in the target area last year (if known)	1,874
Number of dogs admitted to animal control shelters in the target area last year (if known)	1,180
Number of cats euthanized in animal control shelters in the target area last year (if known)	1,180
Number of dogs euthanized in animal control shelters in the target area last year (if known)	338

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

We believe that the cat population in our target area is significantly greater than the standard statistics indicate. These statistics show an estimated 22,542 cats (pets and ferals) in the target area. A total of 1,874 cats (8% of the standard estimated total) was admitted to our two shelters from the target area in 2010. It is unlikely that BASE is admitting 8% (one in 12) of the area's total cats in one year. Further, the standard statistics indicate that all of Brevard County (543,376 population) has 255,222 cats (pets and ferals). The total number of cats admitted to BASE shelters in 2010 (10,629 pets and ferals) constitutes only 4% of this County-wide standard estimate. The conclusion that we admitted 8% of all cats in the target area and 4% of all cats in Brevard County suggests

that either [1] there is a larger cat population in the target area than the standard estimate or [2] the admission rate of cats from the target area is twice the County-wide rate. Either way, there is a problem that needs to be fixed.

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

We believe that free-roaming, unaltered dogs (pets and strays from low-income families who cannot afford the normal cost of sterilization surgery) are the most substantial source of dog overpopulation in the target area; and free-roaming, unaltered cats (both pets from low-income families and ferals) are the most substantial source of cat overpopulation. The significance of unaltered strays is illustrated by the fact that last year 64% of our intake at our north shelter was from stray animals, approximately 95% of which were unaltered.

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?

Brevard County is 72 miles long. Most spay/neuter surgeries throughout the County are performed by private-practice veterinarians who charge full fees for their services. These resources are insufficient, because the poor economy and the many lay-offs throughout the County (including thousands at the Kennedy Space Center) prevent many residents from affording those fees. In South Brevard, low-cost spay/neuter surgeries are available from four providers (in Palm Bay, Melbourne, West Melbourne, and Indian Harbour Beach), while in North Brevard there are two such providers (both in Titusville). In all of Central Brevard, CBHS (in Cocoa) is the only substantial provider of low-cost surgeries. (Two nonprofits—Animal Guardians of Brevard and Space Coast Feline Network—use these low-cost providers to perform surgeries at a reduced rate for their clients.) A small nonprofit, United Humanitarians, is also a low-cost provider in Cocoa, but they have a very small facility, are open only a few days per week to perform a limited number of surgeries, and do not have the resources to expand their program or facility. This project's target area includes the City of Cocoa (in Central Brevard), which has Brevard County's largest population of poverty-level residents. The spay/neuter services in this area are insufficient, because many of these low-income residents (or no-income for those who have lost their jobs) cannot afford even CBHS's greatly-reduced fees (\$40 for cats). This has been demonstrated by CBHS's phone log, which documents approximately 20 calls per day (including calls from feral-cat caregivers) requesting even lower fees from CBHS. The underutilization of CBHS's clinic attests to the impact today's economy and job market are having on people's ability to afford to sterilize their companion animals.

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 requested grant funds will sterilize 1,250 cats belonging to (or for ferals, tended by) low-income residents of Cocoa and the nearby area. The charge for each surgery will be \$40, with \$20 to be paid from grant funds and \$20 to be paid by the client. This shared-cost arrangement will double the effectiveness of the grant funds. In addition, because cats are such prolific breeders, this large number of sterilizations has the potential to prevent thousands of unwanted cats from arriving at our shelters in the coming years. This in turn will help us achieve the Brevard County Commission's goal (established by resolution in 2009) of creating no-kill shelters. The biggest obstacle to this goal is the unmanageable number of unwanted animals arriving at our shelters, with cat overpopulation being the biggest problem. According to the American Veterinary Medical Association's current statistics, there are an estimated 153,000 pet cats and 100,000 feral cats in Brevard County (a total of 255,222 according to the standard statistics used for the FAF grant). Feral cats comprise a large portion of our cat intakes; and free-roaming unaltered pet cats and kittens and unaltered cats in feral colonies continue to expand existing colonies and create new ones. In 2010, the 10,629 cats we received comprised 62% of all animals admitted to our two public shelters, and 55% of that number were euthanized. The problem is compounded in the low-income areas which are this project's target area; containing 9% of Brevard County's total population, the target area provided 18% of the total number of cats we received last year (and 20% of the cats which were euthanized). The problem in this area is further compounded by the increasing numbers of low-income residents who are unable to afford the cost of sterilizing their pet cats or the feral cats they tend. Job losses, including thousands of layoffs at the Kennedy Space Center due to the phase-out of

NASA's Space Shuttle program, and the ripple effect of those losses throughout the local economy, are exacerbating this problem. According to the 2010 Census, 6.9% of all Brevard County residents and 13.1% of all Brevard County children under 18 were living below the poverty level, while 27.0% of all target-area residents and 46.0% of all target-area children under 18 were living below the poverty level. This is a significant increase from the 2000 Census, in which 24.1% of all target-area residents and 38.7% of all target-area children under 18 were living in poverty.

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

This program will increase the current utilization of CBHS's clinic (the existing baseline) by providing 1,250 sterilization surgeries (for pet cats of low-income residents and ferals) that would not otherwise be performed. The publicity which will be generated for this program will increase awareness of the need for low-cost spay/neuter surgeries, thereby increasing donations to our "Fixing To Save Lives" fund to keep a strong spay/neuter program going after the grant funds have been expended.

Methods

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

Eligible applicants will be required to provide proof that they receive some form of public assistance (e.g., subsidized housing, food stamps, SSI, Medicaid, etc.) or have an income at or below the poverty level published by the Centers for Medicare & Medicaid Services (at www.cms.gov). In addition, others will also be considered who can demonstrate that they have lost their jobs and have been unable to find employment.

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

To reach the target audience, CBHS (with assistance from BASE as needed) will advertise in areas frequented by low-income residents. This means that they will put up posters and fliers at CBHS's shelter, clinic, and four thrift shops; Brevard County's health clinic and other offices providing assistance to low-income residents in the target area; and the local Housing Authority office. CBHS will also promote the program at their "Pets in the Projects" events (which provide information to residents of housing projects about responsible pet care, low-cost spay/neuter opportunities, CBHS's services, et al.); run repeated public service announcements on local TV and radio stations, including FM 99.3, where the CBHS Executive Director will promote the program during her bi-weekly interviews; issue press releases to local publications (e.g., Florida Today, Pet Gazette, Hometown News); create a brochure about this program which will be distributed to all animal shelters in the County and at the numerous pet events which are conducted throughout the County by shelters, rescue organizations, and other animal groups; provide signs and fliers at BASE's shelters and administrative offices; promote the program in CBHS's weekly email newsletter and on the websites and Face Book pages of CBHS, BASE, and other animal organizations in the County, with email notification of this program to their memberships; and promote the program on Brevard County's government TV channel and any other appropriate location or event which may arise. We will not be shy about advertising this program!

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

We do not anticipate that transportation will be an issue, since the CBHS clinic is located less than five miles from most of the target area and is easily accessible from all major roadways in the area. We also anticipate no literacy or cultural hurdles, since CBHS has a staff member and several volunteers who can communicate in Spanish and assist with paperwork if needed.

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.

No, 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?

Dr. Mark Mathusa, CBHS's staff veterinarian, will perform the surgeries. If additional veterinarian assistance becomes necessary, CBHS will contract with another qualified veterinarian(s) who will work under Dr. Mathusa's supervision.

Veterinary Practices

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Dr. Mark Mathusa	CBHS, 1020 Cox Rd	Cocoa	FL	32926	321-636-3343	<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	\$20.00	\$20.00	\$40.00
Range for Female Cats	\$20.00	\$20.00	\$40.00
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?
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 \$15.00
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 \$16.00
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 \$7.00
Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$25.00
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	<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:

To help ensure the highest-quality healthcare to their patients, CBHS requires a physical examination prior to surgery, and they provide post-op pain medication as needed; there is no charge to the client for either of these (CBHS will absorb all costs not borne by the client or covered by this grant). If due, the rabies vaccine is required; however, it is provided to feral cats without charge to the client. Ear tipping is performed only on feral cats, without charge to the client. Licensing is required by Brevard County only for pet cats, so there is no licensing fee for feral-cat clients. In addition, there is no additional charge to the client for sterilization of a pregnant or cryptorchid cat.

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.

BASE and CBHS will share project responsibilities as previously described, with BASE handling the administrative aspects and CBHS handling the surgeries and advertising. This project will be heavily promoted from its inception to ensure that all proposed surgeries are accomplished before the end of the grant period. After six months, if the number of completed and scheduled surgeries is not on track to fully accomplish the project, we will expand the target area to include additional low-income locations. We recognize that we are proposing a large project, but we are confident that CBHS and BASE can successfully complete it. Over the past year, Brevard County has made serious strides in improving shelter operations after hiring a new BASE Director with many years of successful shelter-management experience. Among other things, we have totally renovated the dilapidated north shelter, greatly improved the

south shelter facility, revamped procedures at both shelters to better serve the animals and the public, decreased the percentage of euthanized animals, implemented an outreach program to educate the public about pet responsibilities, and increased and improved collaborations with rescues, fosters, private shelters, and other animal groups. We have done all this with a substantially-reduced budget, which will continue to decline over the next few years. With our collaboration with CBHS on this much-needed proposed project, we are now ready to take our first major step toward fixing our County's pet overpopulation problem; but we need financial help to do this. We are prepared and eager to conduct this project and demonstrate that we can maximize the effectiveness of FAF's grant funds.

Budget

Total number of sterilization surgeries projected:

Cats: 1250 **Dogs:** 0

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

Average cost/surgery projected: \$20.00

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

Not included in the grant will be [1] the previously-described expenses incurred at the time of surgery, which will be paid for by either the client or CBHS, [2] administrative costs, which will be covered through BASE's operating budget, and [3] the costs of advertising this project, which will be paid for from CBHS's operating budget.

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: 08/01/11/ **Projected end date:** 07/31/12

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.

BASE will use our "Fixing To Save Lives" private-donation fund to continue this program in the future. We have already engaged veterinary services in South, Central, and North Brevard to provide \$45 cat sterilizations to low-income residents (with \$20 to be paid by the client and \$25 to come from this fund). To increase donations to the fund in the months ahead, we will give this low-cost pet sterilization program high visibility throughout Brevard by publicizing it in our shelters; at participating veterinary facilities; through press releases, public service announcements, Brevard County's government TV channel, and brochures; on BASE's website (where donors can give online); at all adoption events; and at other suitable places and events which arise throughout the County. We will conduct fundraisers specifically for this program and ask local non-profits committed to helping our shelters to assist with our fundraising efforts. We will also seek corporate sponsorships and continue to pursue grant 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.

All promotional materials and advertising for this grant project (delineated in a previous question) will identify both the FAF grant and the FAF Spay/Neuter License Plate. This will include all written materials, oral presentations, media mentions (including newspapers, radio, and TV), and the websites of BASE, CBHS, and any other local animal organization willing to promote spay/neuter in this manner. The BASE and CBHS websites will also provide a link to FAF's website. Numerous CBHS staff members and volunteers already proudly display this license plate on their cars.