

Grant ID: 268

**Title of Proposal:** Targeted S/N  
**Agency Type:** Non-Profit  
**Total Funding Requested:** \$25,000.00  
**Check Payable To:** Humane Society of Manatee County

Application Information

Demographics

<b>Name of Applicant Agency:</b> Humane Society of Manatee County	<b>Website Address:</b> www.humanemanatee.org
<b>Person Submitting Proposal:</b> Denise Deisler	<b>Position:</b> Executive Director
<b>Organization Business Address:</b> 2515 14th St. W	<b>City:</b> Bradenton
<b>State:</b> FL	<b>Zip:</b> 34205
<b>Phone (xxx-xxx-xxxx):</b> 941-747-8808	<b>Fax:</b> 941-747-5702
<b>Cell:</b> 804-517-2067	<b>Email Address:</b> ddeisler@humanesocietymanatee.org

Agency Details

**Dates of Last Fiscal Year: Begin:** 10/01/09 **End:** 09/30/10

**Organization Income in Last Fiscal Year:** \$921,037.00

**Organization Expenses in Last Fiscal Year:** \$895,724.00

**Number of Paid Employees:** Full Time: 8 Part Time: 3

**Number of Active Volunteers:** 75

**Total Volunteer Hours per Week:** 100.00

**How did you learn of the 2009 Florida Animal Friend grant competition?** e-mail

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

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>
Ann Fries	Secretary	941-794-8949	Project Management Consultant	ann.fries@yahoo.com
Cathleen Graham	President	941-730-8094	Sales Manager	Cgraham@aol.com
Cheri Kendall	board member	727-235-3560	Customer Service Trainer	ckendall@tampabay.rr.com
David Fink	board member	727-560-2124	Financial planner	drf@roganfinancial.com
Jeff Gerhard	Treasurer	941-747-4483	CPA	jmgerhard@yahoo.com
Melanie Luten	board member	941-748-0100	attorney	mluten@blalockwalters.com
Rebecca Neal	Vice President	941-794-8322	Community Volunteer	rnealf@msn.com
Scott Shwartz	board member	941-840-0364	Owns Training business	scotts@pobox.com

**Applicant Qualifications**

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

**357 cats and 273 dogs were admitted.**

**293 cats and 265 dogs were adopted.**

**5 cats and 3 dogs were euthanized.**

**2821 cats and 2551 dogs were sterilized.**

**Briefly describe your animal programs:**

Our primary focus is prevention. We operate a high volume, high quality, low cost s/n clinic under the Humane Alliance model. In two years we have altered 11,000 dogs and cats. We offer pet retention programs that include food bank, behavior assistance, medical referrals, pet friendly housing referrals and rehoming assistance. We also rescue, rehabilitate and adopt approximately 600 dogs and cats each year.

**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.**

We operate a Humane Alliance model clinic and a shelter. The E.D. has led s/n programs on both the local and state level and is held in high regard by s/n professionals at the national level. She has been in her current position for 2 1/2 years. Our clinic director led HSMC's talented medical team who have performed 11,000 surgeries in 2 years in addition to their shelter medical responsibilities. Prior to joining HSMC she was the outreach coordinator for a mobile clinic.

**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?**

HSMC opened a Humane Alliance model clinic in April 2009. We have altered more than 11,000 dogs and cats to date. The clinic operates on a break even basis and seeks grants funds to cover the cost of surgeries for target populations who otherwise would not likely alter their animals. Grant funds are also used to help with costs for cat surgery in support of the targets in the feral/community cat program. We will continue to offer free surgery for pit bulls and pit mixes - a target we began addressing in 2009 and funded by a variety of sources, including FAF funds. Pit bulls and pit mixes enter our county shelter in greater numbers than any other breed and are subsequently euthanized at a very disproportionate rate as compared to all other breeds. With FAF grant funds we will alter 10-15 pit bulls each month at a cost of \$60 each and request \$8400 to fund this lifesaving program. We are closely tracking the intake statistics in order to evaluate the effectiveness of this and other target programs. With FAF funding we will expand our cat target zip code area to include 34221 and 34222. Cats from these two adjacent zip codes are the second highest intake target in the county. We will alter 167 cats at a rate of \$50 each requiring funding of \$8350. We have partnered with our local feral group and two other shelters to address the community cat situation. We have agreed to alter kittens removed from

colonies (pending funding) by the feral group and the shelters will accept responsibility for foster and adoption. We anticipate altering 150 feral kittens at a rate of \$55.00 each or a total of \$8250. Our total grant request is \$25,000 to alter a total of 457 dogs and cats at an average cost of \$55.00 each. We have a fairly even mix of clients who pay for services rendered and those who benefit from grant programs. Grant funding is integral to hitting our targets as the vast majority are below poverty level and/or not likely to alter their pet. These sub populations were identified as targets based on intake data from our government shelter.

Target Population

<b>Geographical target area (name of city, county, etc.):</b>	Manatee County
<b>Total human population in target area:</b>	318,361
<b>Percent of residents living below poverty in target area:</b>	12%
<b>Estimated number of pet cats in target area (human population divided by 3.3):</b>	96474
<b>Estimated number of pet dogs in target area (human population divided by 4.0):</b>	79591
<b>Estimated number of feral cats in target area (human population divided by 6.0):</b>	53061
<b>Number of cats admitted to animal control shelters in the target area last year (if known)</b>	2498
<b>Number of dogs admitted to animal control shelters in the target area last year (if known)</b>	3028
<b>Number of cats euthanized in animal control shelters in the target area last year (if known)</b>	1612
<b>Number of dogs euthanized in animal control shelters in the target area last year (if known)</b>	1244
<b>Please explain if you believe your target area animal population is significantly different than above.</b> Community cat population is likely to be higher based on our mild climate, coastal food sources, and general acceptance by our community.	
<b>Please explain what you believe are the most substantial sources of dog and cat overpopulation in the target area:</b> Based on data provided by our government shelter pit bulls and pit bull mixes represent more impoundment than any other breed and are euthanized at a much higher rate than other breeds. Cats from two primary areas account for the majority of intake - one is densely populated downtown area and the other is north of the river which is mixed urban and rural. These target areas also have the highest concentration of residents below the poverty level.	
<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> We are fortunate to have a high quality, high volume clinic that has the capacity to carry the additional s/n load. We need grant funds to cover the costs associated with the surgery for the targets.	
<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 checked="" type="checkbox"/> Pets in low-income families <input type="checkbox"/> Especially difficult or unique animal overpopulation sources <input checked="" type="checkbox"/> Pit bull dogs <input checked="" type="checkbox"/> Feral cats <input type="checkbox"/> Special spay/neuter event <input checked="" type="checkbox"/> Other feral offspring	

Objectives

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

Our long term goals are to reduce intake community-wide and reduce euthanasia community-wide to achieve a live release rate of no less than 75% within the next three years. We will accomplish this more quickly and efficiently by constantly monitoring statistics to identify and address target populations. The greatest source of intake for dogs is breed specific as is the euthanasia - pit bulls and pit mixes. The greatest intake of cats can be traced to two primary areas each covering two zip codes. One is the area north of the river in zip codes 34221 and 34222. The offspring of feral cats are euthanized at a rate of 82%. We will alter 140 dogs of target breed, 167 cats from target zip codes 34221 and 34222 and 150 feral kittens removed from colonies through partnership with our local TNR group. The 2010 rate of live release community-wide was 55%. Our goal is to increase this by 7-10% each year for the next three years.

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

By addressing targets that are most likely to be euthanized and providing surgery at no cost we are reaching animals who are at greatest risk and otherwise would not be altered.

Methods

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

We are in the heart of the most poverty stricken area of our community and consequently near the clients who most need our services. We will reach pit and pit mix owners through existing outreach efforts, relationships with other animal welfare and social service organizations and our county animal services division. Identifying the dog as breed qualified will be our staff's responsibility. Identifying kittens eligible for the program will be the responsibility of our partner feral cat organization. Cats in the target zip will be identified by requiring drivers license or current bill with address reflecting zip code 34221 or 34222

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

Paid advertising has very little impact on our target audiences. We rely on relationships with other community organizations, animal welfare organizations and our local media. In addition posters and flyers are distributed to convenience stores, laundry mats, churches and community buildings in target areas. Animal Services road officers are also very helpful in getting the word out.

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

We are able to bridge language and cultural barriers by partnering with trusted members of the target community -such as church or youth group leaders - who are much more effective than we are at securing the trust and participation of members of their community. We are able to provide transportation when it is needed. Our clinic materials are available in two languages.

**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.**

n/a

Veterinary Services

**Objectives**

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

Owe operate a spay/neuter clinic and have a medical team on staff. We have one FT vet, one CVT, and two surgical techs.

**Veterinary Practices**

Practice Name	Address	City	State	Zip	Phone	Lead Practice
Dr. Julie Hollifield/Humane Society Manatee County	2515 14th St. W.	Bradenton	FL	34205	941-747-8808	<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	\$50.00	\$50.00
Range for Female Cats	\$0.00	\$55.00	\$55.00
Range for Male Dogs	\$0.00	\$60.00	\$60.00
Range for Female Dogs	\$0.00	\$60.00	\$60.00

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 \$10.00
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 \$35.00
Testing	<input type="radio"/> Required <input checked="" type="radio"/> Optional <input type="radio"/> Not Available	<input type="radio"/> No <input checked="" type="radio"/> Yes \$15.00
Licensing	<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
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 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:

If client can not afford rabies vaccine the humane society will provide it at no cost.

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.

We must continue to offer high volume free surgery to our targets for an additional 2-3 years in order to reach our long range goals. Once goal is reached we will provide surgery at a maintenance level.

### Budget

Total number of sterilization surgeries projected:

Cats: 317 Dogs: 140

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

Average cost/surgery projected: \$55.00

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

Cost for transport, intake, foster and adoption will be the responsibility of the feral and adoption agencies (or owner.) Rabies vaccines and license fees will be paid for by us when the client can not afford to do so.

### 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:** 08/01/12

#### 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.**

We expect the need for funding at this level for at least one more year and possibly two. Next year we will ask the partner organizations to fund the targeted program through their grant writing and event fundraising efforts. If an additional year is needed we anticipate reserves in our s/n fund to be at a level to support the program.

#### 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 always displayed the FAF rack cards in our lobby and at events and will continue to do so. We enjoy positive/supportive relationship with our local media and will send a release announcing the grant to all print and broadcast media in our area. In addition we will feature FAF logo on our web site and acknowledge support on her Facebook page periodically.