

SNAP- Madison County, AL
March 22, 2010

Maddie's Targeted Spay/Neuter Project in Madison County, AL

Maddie's Spay/Neuter Project for 35811 completed only 144 surgeries during the first 2 quarters, a disappointing start to the project. Direct mail, door to door canvassing, and sign up events were tried as well as outdoor advertising. SNAP has targeted low income pet owners for years and perhaps a portion of that population in this zip code has previously benefited from our assistance.

The SNAP Board of Directors met with Maddie's Fund Field Representative, Lynne Fridley to discuss this situation. We still believe that the 35811 zip code is the appropriate target area for our project based on intake records from Animal Services. However, since the response from low income pet owners/guardians was much lower than expected, we would like to additionally target middle and high income households to determine the impact on shelter intake. Consequently, we now want to expand the target population to include all "owned" dogs and cats of 35811 zip code residents.

SNAP is proposing a sliding scale payment structure for this program:

- For residents with a household income of \$25,000 or less in the zip code 35811, the surgery would be free, with no co-pay required. (SNAP will qualify people for the free program; eligibility will be based on participation in one or more of the following programs (Medicaid, Food Stamps, WIC, and SSI Disability) or via some other type of income determination (e.g., reviewing tax returns).
- All other pet owners/guardians in the 35811 zip code would be required to pay \$25 per cat or dog surgery. In the event that an owner/guardian has multiple pets, a group rate would be available - \$25 co-pay for the first pet and \$10 co-pay for each additional pet, provided they are all altered at the same time.

Advertising will include: Flyers, Sign-up Events, selected Door-to-Door Canvassing, Web Page, and Direct Mail.

All other elements of the Maddie's Targeted Spay/Neuter Program in Madison County, as described in our proposal dated March 18, 2009, will be unchanged.

Thank you for allowing us to make these program adjustments.

Sincerely,

Janice Gibbons
SNAP