

Items included:

Application for a Spay/Neuter Grant

Baseline data for all participating organizations

Contact information:

Spay/Neuter Action Project (SNAP)

P.O. Box 4450

Huntsville AL 35801

Janice Gibbons, Board Member, Qualifying Program Director

lucy@hiwaay.net

(256) 536-4002

(256) 541-4840



SPAY/NEUTER ACTION PROJECT

March 18, 2009

Dear Maddie's Fund Grant Review Board:

Spay/Neuter Action Project (SNAP) is a 501(c)(3) organization incorporated in Madison County, AL in 1994. SNAP's mission is to reduce the number of animals euthanized in Madison County by providing affordable spay/neuter surgeries for pets of low income families.

Madison County has a human population of 304,307. The Live Animal Release Rate is 39%.

There are currently two spay/neuter programs available in our community which target pets of low income families.

- The SNAP Qualifying Program provides spay/neuter surgeries and rabies and distemper vaccinations for pets of families on Medicaid, Food Stamps, WIC, SS Disability or whose annual income is less than \$25,000 per year. The client is asked to show proof of income at the time of application and to pay a co-pay of \$5.00 for a cat and \$10.00 for a dog. If they cannot afford it, the co-pay is waived.
- The city of Huntsville offers a program called "Fixin' Alabama" administered through Animal Services. This program offers spay/neuter surgeries for female pets of low-income city residents using the same qualifications and co-pays as the SNAP Qualifying Program. Clients are given a voucher for a rabies vaccination.
- Forgotten Felines is a newly formed Trap, Neuter, Release program focusing on stray and feral cats. All three programs have limited funding.

With the previous Maddie's Fund grant, which targeted Alabama Medicaid recipients, there was a drop in pet euthanasias in Huntsville and Madison County, Alabama. Statistical data showed results in about one and a half years. When funds were no longer available, euthanasias began to rise. (See Attachment A.) SNAP has been working to increase funding for surgeries in order to lower the euthanasia rate again. Because of additional income from the SNAP Thrift Shop, which opened in August 2005, SNAP provided 832 more surgeries in 2006 than the previous year, an increase of 338%. Aggressive advertising and community contact in low income areas are also being employed. SNAP is requesting a Spay/Neuter Grant from Maddie's Fund to help accelerate our efforts.

The SNAP Qualifying Program is the largest of the three programs mentioned above. If funds are granted, monies will be expended through that program. It will be renamed the Maddie's Fund / SNAP Qualifying Program. There are six veterinary clinics currently participating in the SNAP Qualifying Program. All clinics in Madison County will be invited to join the Maddie's Fund / SNAP Qualifying Program.

Huntsville Animal Services provided addresses of origin for animals picked up or turned in at Animal Services from January 1, 2007 through April 17, 2007, including animals from Madison County. The addresses were separated by ZIP code to show the areas with the highest intake. Those figures were projected to show estimated yearly intake in each ZIP code. (See Attachment B.) The areas with the highest intake also have a large number of low income households. (See Attachment B, last column.) We propose targeting pets of low income families living in one of the ZIP codes in Huntsville and Madison County showing the highest estimated intake.

Please see attached material for more details.

- Attachment A: Intake / Euthanasias for Huntsville and Madison County
- Attachment B: Live Intake by Zip Code, Baseline Surgeries, and Low Income Households
- Attachment C: Euthanasias by Month
- Attachment D: Two Year Budget
- Attachment E: Goal, Objectives, and Tasks Upon Award of Maddie's Fund Grant
- Attachment F: Map showing ZIP codes with the highest intake

We respectfully request funding through a Maddie's Fund spay/neuter grant.

Sincerely,

Michelle @ Reavis

Michelle Reavis, President
Spay/Neuter Action Project

Program overview:

Grant funds will be used to target the 35811 ZIP code, one of the areas showing the highest projected yearly intake of pet animals at Huntsville Animal Services. This area includes part of the city of Huntsville and part of Madison County and is known to be a "problem area." Grant funds will be expended through the SNAP Qualifying Program, which provides spay/neuter surgeries for pets of low-income families in Huntsville and Madison County, Alabama. With the previous Maddie's Fund grant, which targeted Alabama Medicaid recipients, there was a drop in euthanasias in Huntsville and Madison County. (See Attachment A.) SNAP has been working to increase funding for surgeries in order to lower the euthanasia rate again.

In 2005 the SNAP Qualifying Program performed 305 surgeries. In 2006, with the help of the funds from the SNAP Thrift Shop (opened August 2005), a grant from PetsMart Charities, and an allocation from the Madison County Commission, the annual number of surgeries increased 360% for a total of 1182 surgeries. 2007 surgeries totaled 1313.

The Maddie's Fund / SNAP Qualifying Program will reduce shelter euthanasia by providing spay/neuter surgeries for pet dogs and cats of low income families. These pets would not otherwise be spayed or neutered. Free rabies vaccinations and free city or county licenses will be offered as incentives to encourage clients who may not otherwise participate. Areas of the county having the highest turn-in of dogs and cats also have a large number of low income households. (See Attachment B.)

Population to be served:

The target population is recipients of Medicaid, WIC, or families with an annual income of \$25,000 or less per year per household who live in the ZIP code with the highest intake of pet animals in Huntsville and Madison County. The client is asked to pay a co-pay of \$5.00 for each cat and \$10.00 for each dog, if they can afford it at the time of application. If they cannot afford it, the co-pay is waived or they are given the opportunity to pay it later. Each pet will receive a rabies vaccination at the time of the surgery, if needed.

Number of surgeries to be performed:

SNAP and the Fixin' Alabama program provided 176 spay/neuter surgeries in 2007 in the identified ZIP codes. SNAP is responsible for 171 baseline surgeries, and Fixin' Alabama is responsible for 5 baseline surgeries. The baseline year for the spay/neuter program is 2007. With the help of Maddie's Fund, the above baseline spay/neuter surgeries for dogs and cats in the targeted areas will average 1344 the first year and 2496 the second year. Surgeries will be performed at participating veterinary clinics. SNAP will pay the veterinary clinics monthly. Baseline surgeries will average 15 per month.

There are currently six veterinary clinics that participate in the SNAP Qualifying Program. Of those six, one is located in the targeted area. If the Maddie's Fund Spay/Neuter Grant is awarded, all clinics in Madison County will be invited to participate. In order to serve our clients in a timely manner, it may be necessary to schedule appointments for them at clinics outside their ZIP code.

The veterinary clinics will provide spay/neuter statistics detailing the number of spay/neuter surgeries that are performed on the Maddie's Fund / SNAP Qualifying Program, and the number of spay/neuter surgeries performed for the other voucher programs and the general public combined. These statistics will be broken down by species and submitted semi-annually and annually.

Achievement of above baseline performance:

Above baseline performance will be achieved through increased funding, increased advertising, and community contact in the targeted zip code. Contacts in targeted communities make surgeries more accessible to the public. Tables will be set up in grocery stores and other businesses located in low income areas on designated Fridays and Saturdays. Representatives of the Maddie's Fund / SNAP Qualifying Program will be available to qualify clients and schedule surgeries for their pets on the spot. Flyers and signs advertising the dates and times of the sign-up event will be distributed at area businesses the week before with more flyers going to convenience stores, cash advance establishments, laundromats and other businesses that may be frequented by low income clients.

Advertising in the targeted zip code will be increased year round, but especially in March and April. Breeding during those months results in an increase in euthanasias in June and July. (See Attachment C.)

Clients will be offered a free rabies vaccination with the spay/neuter surgery. An additional incentive of a free county license for one year or a free life-time license from Huntsville Animal Services will also be offered. SNAP encourages all clients who have litters of puppies to have them spayed or neutered before they are placed in permanent homes. If the client agrees, the co-pay is waived. A distemper/parvo vaccination will be offered for all dogs under one year of age.

Participating Organizations:

Participating organizations will be SNAP (Spay/Neuter Action Project), Huntsville Animal Services, Madison County Animal Control, Madison City Animal Control, the Greater Huntsville Humane Society, Challenger's House, the Ark, Forgotten Felines, TLC and a New Leash on Life.

Reimbursement rate for surgeries and administrative costs:

Surgeries will be reimbursed at an average of \$50.00 per surgery. Since we have found that clients will probably not be able to afford it, SNAP will pay the extra cost for estrus and pregnancy adjustments, cryptorchid surgeries and a rabies vaccination. Charges for estrus and pregnancy adjustments, and cryptorchid surgeries vary according to the complications encountered, but average approximately \$3.50 per surgery based on total number of surgeries for both male and female animals.

Clinics will be reimbursed for spay/neuter surgeries at the following rates:

Male Cat - \$30.00

Female Cat - \$45.00

Male Dog - \$55.00

Female Dog - \$70.00

SNAP will pay \$5.00 for a rabies vaccination.

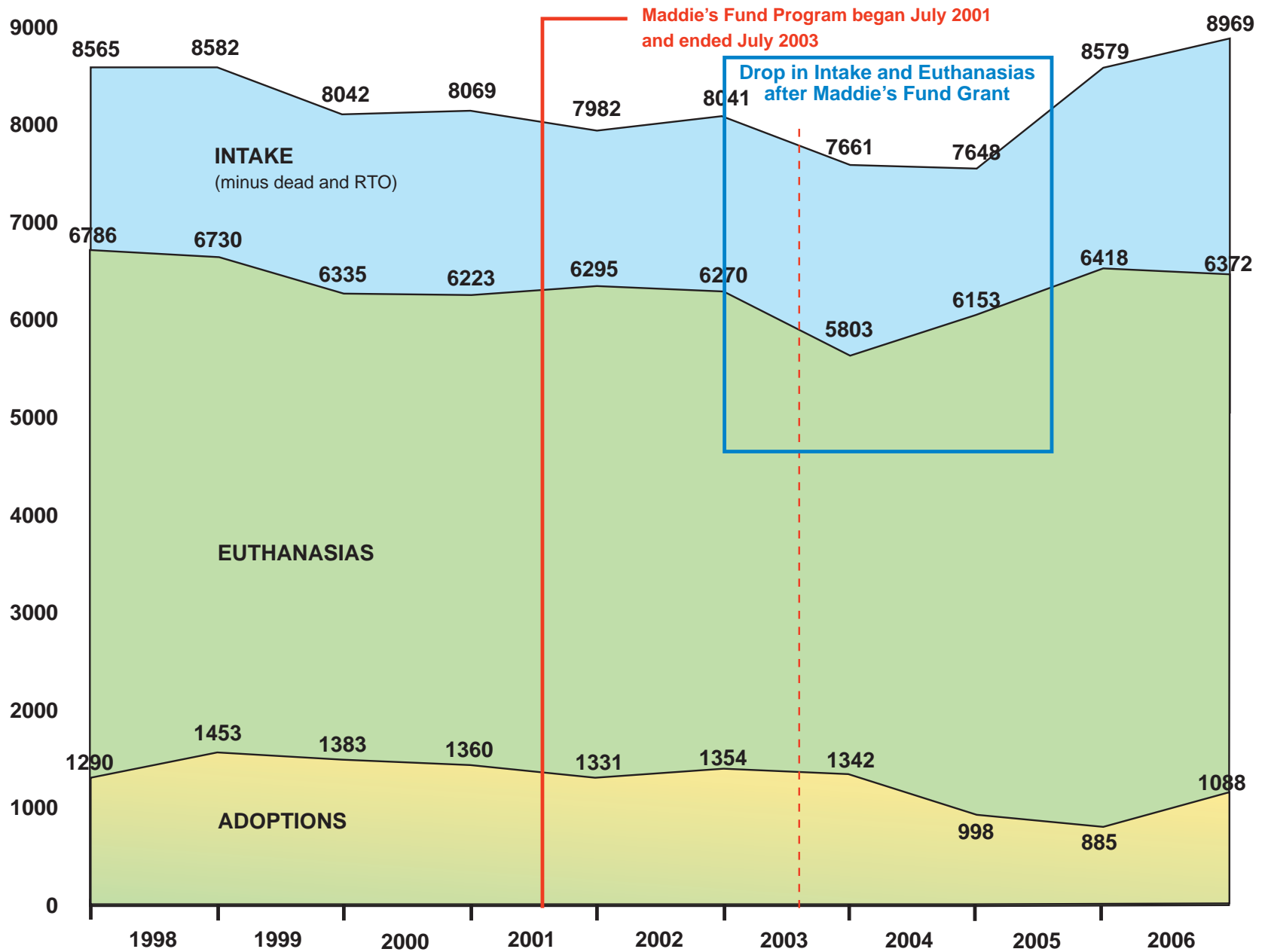
At these rates, Maddie's Fund expenditures will be \$67,200.00 for 1344 surgeries the first year. \$2,800.00 from Maddie's Fund will be spent for advertising. The second year, \$124,000.00 will be spent for 2496 surgeries. \$5,200.00 will be spent for advertising.

Two year budget:

(Please see Attachment D.)

Advertising has proved to be very effective in reaching our targeted population. Flyers, banners and signs make community sign-up successful, allowing us to schedule as many as 97 surgeries in one weekend. Advertising costs will include newspaper ads, flyers, banners, signs, poster boards and direct mail.

Attachment A: Intake and Euthanasias for Huntsville and Madison County



ATTACHMENT B 2007

Live Intake by ZIP Code, Baseline # of Surgeries, # of Low Income Households

Targeted ZIP Codes		Estimated Yearly Intake from Animal Service		Estimated Intake	Intake Adjusted for 12% RTO	Estimated Yearly SNAP Surgeries	Estimated Yearly SNAP Surgeries	Estimated Yearly SNAP Surgeries	Estimated Yearly Fixin' All Surgeries	Num Low
Location	ZIP code	Dog	Cat	Total	Total	Dogs	Cats	Total	Total	Hous
Huntsville	35805	1210	544	1754	1544	75	41	116		7
Huntsville	35810	1125	233	1358	1195	31	14	45		10
Huntsville	35811	707	225	932	820	55	116	171		5
Huntsville	35803	466	183	649	571	17	31	48		4
Huntsville	35801	388	258	646	568	17	61	78		4
total		3896	1443	5339	4698	195	263	458		30

48%

Remaining ZIP Codes

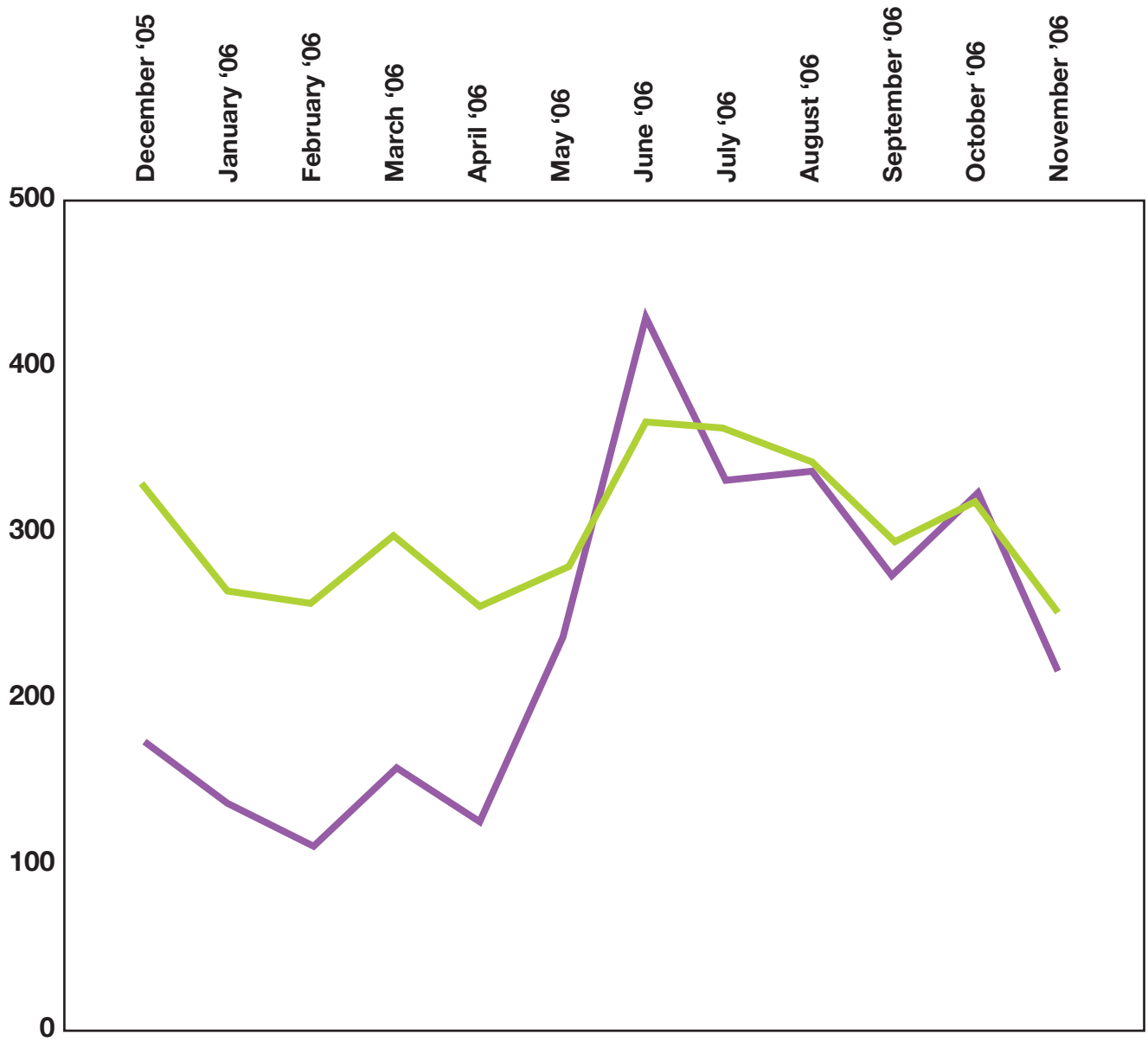
Hazel Green	35750	438	163	601	529	48	31	79		
Toney	35773	433	159	592	521	20	61	81		
New Market	35761	327	181	508	447	99	41	140		
Huntsville	35816	363	86	449	395	14	24	38		6
Huntsville	35802	246	159	405	356	7	10	17		4
New Hope	35760	205	90	295	260	7	7	14		
Gurley	35748	180	107	287	253	136	82	218		
Huntsville	35806	221	61	282	248	7	24	31		1
Madison	35758	163	61	224	197	58	27	85		1
Harvest	35749	168	37	205	180	7	17	24		
Owens Cross Roads	35763	86	107	193	170	14	0	14		
Huntsville	35824	66	49	115	101	17	10	27		1
Meridianville	35759	90	24	114	100	0	3	3		
Madison	35757	72	12	84	74	3	0	3		
	35753	32	37	69	61	0	0	0		
Brownsboro	35741	46	8	54	48	31	27	58		
Ardmore	35739	49	0	49	43	0	7	7		
Huntsville	35808	24	0	24	21	0	0	0		
Madison	35756	20	0	20	18	0	3	3		
Lacey's Springs	35754	8	8	16	14	0	31	31		
Redstone Arsenal	35898	0	8	8	7	0	0	0		
Origin Unknown		875	270	1145	1008					
total				5739	5051	468	405	873		13

Grand Total

11078

Attachment C: Euthanasias by Month

Cats 
Dogs 



ATTACHMENT D - Two Year Budgets - Total Budgets

There is an additional cost of \$5.00 for a rabies vaccination and an average of \$3.50 per surgery for estrus and pregnancy adjustments. The rabies shot is an incentive and a community service. Our clients cannot afford to pay for estrus and pregnancy adjustments or cryptorchid surgeries. **Surgeries average \$50.00.**

YEAR 1

From Maddie's Fund:	\$ 67,200.00	for 1344 surgeries
	\$ 2,800.00	for advertising
	\$ 70,000.00	Total from Maddie's Fund for year 1

From SNAP:	\$ 8,550.00	for 171 surgeries
	\$ 7,575.00	for rabies vaccinations at \$5.00 each for a total of 1515 surgeries
	\$ 5,303.00	for estrus and pregnancy adj. and chryptorchid surgeries, Avg. \$3.50
	\$ 2,000.00	for advertising
	\$ 23,428.00	Total from SNAP for year 1

YEAR 2

From Maddie's Fund:	\$ 124,800.00	for 2496 surgeries
	\$ 5,200.00	for advertising
	\$ 130,000.00	Total from Maddie's Fund for year 2

From SNAP:	\$ 8,550.00	for 171 surgeries
	\$ 13,335.00	for rabies vaccinations at \$5.00 each for a total of 2667 surgeries
	\$ 9,335.00	for estrus and pregnancy adj. and chryptorchid surgeries, Avg. \$3.50 each
	\$ 2,000.00	for advertising
	\$ 33,220.00	Total from SNAP for year 2

Total Budgets

From Maddie's Fund:	\$ 192,000.00	for 3840 surgeries
	\$ 8,000.00	for advertising
	\$ 200,000.00	Total from Maddie's Fund

From SNAP:	\$ 17,100.00	for 342 surgeries
	\$ 20,910.00	for rabies vaccinations at \$5.00 each for a total of 4182 surgeries
	\$ 14,638.00	for estrus and pregnancy adj. and chryptorchid surgeries, 4182 @ \$3.50 each
	\$ 4,000.00	for advertising
	\$ 56,648.00	Total from SNAP

Attachment E: Goal, Tasks and Objectives

Goal:

Reduce the number of animals euthanized in Huntsville and Madison County

Objectives:

1. Target the 35811 ZIP code which has a high intake as identified by Huntsville Animal Services and Madison Co. Animal Control.
2. Target low income households in that ZIP code.
3. Target months according to intake.
4. Schedule appointments.
5. Provide access to services.
6. Encourage participation.
7. Track outcome.

Tasks:

Objective 1: Target low income households. The zip code identified has a high population of low income households according to the 2000 census *ZIP Code Demographics for Madison County, Alabama*.

(See Attachment B.)

Task:

- Qualify clients by Medicaid, EBT, WIC cards, SS Disability letter or 1040 form showing a combined income of \$25,000 or less per household.

Objective 2: Target ZIP codes with the highest intake as identified by Huntsville Animal Services and Madison County Animal Control.

Task:

- Use direct mail advertising aimed at low-income clients.
- Place newspaper ads especially in “bargain” papers likely to be read by low income clients. (some free, some SNAP funds)
- Advertise on billboards in targeted areas or in high traffic areas where targeted population would be likely to frequent. (grant funds, possibly supplemented by SNAP funds)
- Distribute flyers advertising program in targeted zip codes. Make flyers available to City and County Animal Control Officers to have available in their trucks.
- Schedule sign-up events located in or near targeted zip codes.
- Place yard signs in target areas.

Attachment E continued

Objective 3: Target months according to intake.

Task:

- Increase advertising during March and April. (There is a peak in euthanasias in June and July. Pregnancies begin in March and April. See Attachment C.)
- Increase community contact/sign-up events during March and April.

Objective 4: Schedule appointments.

Task:

- Advertise phone number on flyers, billboards and direct mail.
- Pre-qualify clients, contact clinics to schedule appointments, give client pre and post surgical instructions.

Objective 5: Provide access to services.

Task:

- Schedule sign-up events in targeted zip code including weekend events in grocery stores and other businesses such as feed and seed stores.
- Distribute posters and flyers in the neighboring area the week before the event.
- Be present at appointed times to schedule surgeries on-the-spot.
- Continue to offer sign-up at Madison County Animal Control.
- Begin offering sign-up at Huntsville Animal Services.

Objective 6: Encourage participation.

Task:

- Offer free rabies vaccinations with surgeries.
- Offer a free lifetime city license and a free one year county license with surgery.

Objective 7: Track Outcomes.

Task:

- Report annually and semi-annually to Maddie's Fund using Animal Statistics Tables and definitions.
- Report numbers of spay/neuter surgeries provided.
- Report number and locations of sign-up events.
- Report advertising placement.
- Chart euthanasias by year and by month annually.

Attachment F: ZIP Code Map of Madison County AL

