



Greenville County Animal Care

Helping People Help Animals

Date: September 20, 2013
To: Ruth Parris
From: Shelly Simmons
Re: Petsmart Charities Grant – Targeted Feline Spay-Neuter for 29609 Zip Code

Amount Requested: \$97,907
Project Duration: 2 years
Grantor: Petsmart Charities

Animal Care is seeking \$97,907 in grant assistance for The Feline Fix Project, a high impact spay-neuter program to assist citizens and their pet cats residing in the 29609 zip code area of Greenville County. 22.6% of residents living in this area are low-income and Animal Care's clinic is centrally located within the 29609 zip code, making it easy to access.

29609 zip code areas have the 2nd highest rate of feline shelter intake of all the zip code areas in Greenville County. The focus of the project and purpose of the grant is to significantly reduce the feline population of the 29609 community through a comprehensive education and awareness program on the importance of spay-neuter, and an aggressive plan to offer FREE pet cat spay-neuter.

This grant would allow 1,600 pet cats in the 29609 zip code area to get spayed-neutered at no cost to the pet owner, provide funding to hire veterinarians and other staff to perform and assist with the additional spay-neuter surgeries, and also give funding for Animal Care to market and advertise the program in a variety of creative ways.

Please see the attached budget summary for more information on how the grant money will be used.

Greenville County Animal Care

Feline Fix Budget

Summary

	2 year (24 mths)	\$ per Target
<u>Direct Surgical Cost</u>		
Veterinarian/Clinical Staff	\$ 53,649	
Equipment, Supplies, Meds	\$ 29,600	
Total	\$ 83,249	\$52.03

Other

Communications Budget \$ 14,658

Justification

Costs associated with communications program designed to inform and educate residents of the targeted area. Over the 24 month period, this program will mail to every home 4 times and blitz specific neighborhoods using door hangers. Posters, stickers and flyers will support targeted communications efforts as well.

Total \$ 14,658 \$ 9.16

Combined Total \$ 97,907 \$61.19