



PurrFix II

Project #
18-335

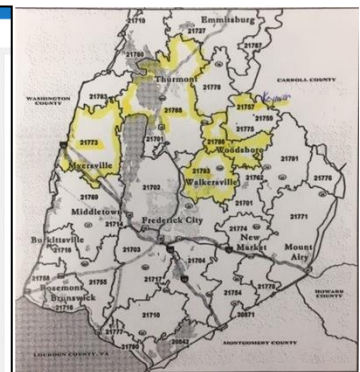
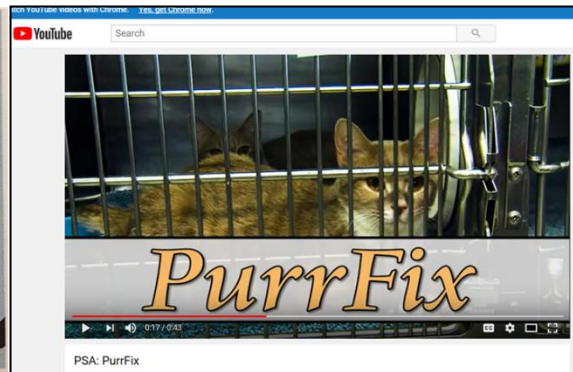
County: Frederick

Number of Cats Spayed:	144	Number of Dogs Spayed:	0
Number of Cats Neutered:	71	Number of Dogs Neutered:	0

Amount Received: \$40,000 **Amount Remaining (to be returned to MDA): \$18,520.00**

Project Synopsis:

This project provided free spay/neuter/rabies vaccinations for felines of qualifying Frederick County residents in need of financial assistance.



Project Description:

This project targeted cat owners residing within areas that contribute a significant portion of the shelter's feline intakes: Keymar, Myersville, Thurmont, Walkersville, and Woodsboro areas. The long-term goal of the project was to reduce feline intake from those areas by reducing unwanted litters of kittens through available, free spaying and neutering.

Summary of Approach:

As with prior grants, we had ongoing outreach through the entire program. We utilized combined efforts of social media, traditional media, contact with local veterinary offices, and public outreach through volunteers and Animal Control Officers. We actively marketed the program through our weekly newspaper article and through Facebook. Animal Control Officers were able to evaluate circumstances as they responded to calls for service and provide program applications/information as appropriate.

Our shelter has three radio spots on local radio stations and we utilized ongoing opportunities to market and discuss this grant. Additionally, word-of-mouth and caring neighbors continue to be a major source of program promotion.

Accomplishments:

In addition to the concrete accomplishments of spaying 144 cats and neutering 71 cats, we also continued to build relationships in the various targeted communities. We work everyday to build our reputation in our community as a public service provider. Being able to provide financial assistance for pet care to those in need helps us do that.



Screening applicants "face-to-face" allowed for more effective communication and an opportunity for both program participants and staff members. Also, our cooperative efforts with local veterinarians to make this program successful was an additional community-builder.

This grant has contributed to an overall reduction in feline intakes from the Frederick Community; thus resulting in reduced feline euthanasia. During the period of July 2017-December 2018 (the beginning of our fiscal year in which the grant began through the end date of grant funding) our shelter took in 3195 total felines, 1478 of which were strays. Comparing that same length of time several years ago, from July 2013-December 2014, our shelter took in 3956 total felines, 1925 of which were strays. Those numbers reflect a 20% decrease in overall feline intake, with a 24% decrease in stray feline intake. In conjunction with other efforts, this grant has helped our shelter achieve the positive trends in intake and save rate, as reflected in the attached graph, Trends in Intake, Outcomes, and Save Rate. (Note: this graph was generated with shelter data by a member of our auxiliary group, Frederick Friends of Our Community Animal Shelter/FFOCAS.)

Lessons Learned:

During this program, we implemented follow-up projects with participants who had been qualified for the program but failed to follow through with veterinary services. We were able to gently remind those participants of their responsibility in follow through within a given time limit, as funding was limited. However, despite our efforts, we still had a number of low-income qualified participants (approximately 40) that did not follow through.

From previous projects, we learned to touch base with veterinarians towards the end of the project cycle to clarify outstanding billing and outstanding vouchers. As reflected with the remaining balance of unused grant funding, we were not successful in reaching as many qualifying applicants as we anticipated.

Attachments:

- Frederick County Transaction Detail Accounting Report
- PurrFix II Participant Excel Sheet
- PurrFix II Participant Application
- Purrfix II Voucher
- Trends in Intakes, Outcomes, and Save Rate

For More Information Contact:

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