



The Community Foundation
Serving Riverside and San Bernardino Counties

S.L. Gimbel Foundation Fund Grant Evaluation Form

Grant Period:

June 1, 2012 to May 31, 2013

Organization: Stray Cat Alliance

Contact Name: Missy Woodward

Title: Board of Trustees, Chair

Phone Number: (818) 516-1622

Grant Period: 6/1/12 – 5/31/2013

Award Amount: \$20,000

Grant Number: 2012387

- **Describe the project's key outcomes and results based on your goals and objectives. Provide the number of clients served and other relevant statistics.**

Key outcomes and results of Stray Cat Alliance's *I Spayed LA* ("ISLA") initiative within the *Care For Community Cats* program during the grant period beginning June 1, 2012 to present:

- a) A dramatic increase of cats/kittens spayed/neutered, medically supported and provided food since launch in 2011. During this grant award period, 1,239 cats/kittens have been spayed or neutered. \$10,000 of the S.L. Gimbel Foundation Fund award was allocated to medical care for 80 cats providing a variety of services for abscesses, wounds, broken legs, mange, ear mites, upper respiratory infections, etc.
- b) Reduction and maintenance of 'hot spot' cat colonies. One colony of 30+ cats in the backyard of the home of a very low income senior were spayed/neutered, medically cared for and Stray Cat Alliance ("SCA") continues to provide food for the cats and 4 dogs. "Mary" is very grateful that new births were prevented and that the cats would not face certain death at the shelter or on the streets. This project will have a big impact on the neighborhood as cats roam up to several miles during breeding season.
- c) Rise in Hotline requests for support in the targeted service area. Prior to the ISLA program, we received complaints and about too many cats in the community. With more exposure, residents call for support and additionally express their gratitude for the free services that were greatly needed due to the number of stray cats. Bilingual Hotline staff helped increase ISLA's presence in the community alleviating communication barriers. Word-of-mouth promotion about our free services quickly spread throughout the service area.
- d) A stronger relationship with residents through in-person communication/education. Canvassing days in targeted precincts similar to 'get out the vote' campaigns allowed volunteers to speak directly to residents to learn about their issues, hand out bilingual materials, distribute spay/neuter pledges (vouchers to pay for spay/neuter surgeries at SCA's contracted veterinarian's office) and visually inspect the area looking for community cats and locations where T/N/R was needed.
- e) New strategic partnerships to assist in outreach to the targeted community. VCA Charities has supported the program through donations of cat carriers as a large number of residents attended the fall Community Day without carriers to bring their cats to the veterinarian. Each cat left with a secure paper carrier to use for emergencies and medical visits. New partnerships with cat food manufacturers have resulted. They are committed to offering food for special events and for outreach efforts.
- f) A welcoming community eager to assist in caring for cats and kittens in their neighborhoods through: 1) participation in Trap/Neuter/Return projects, 2) follow-through on using spay/neuter pledges for their own cats and strays; 3) care for bottle baby kittens; 4) alerts to SCA regarding

'hot spot' colonies in need of T/N/R and about seniors/disabled neighbors in need of free services for cats. They are engaged and are more enthusiastic about the program than expected. This bodes well for expansion of the program to a wider area as funds become available and for the future of the ISLA model throughout Los Angeles.

- g) Anticipated decrease in cat/kitten intake at the Department of Los Angeles Animal Services - South Los Angeles Animal Shelter ("LAAS-SLA") barring citywide trends such as increase in intake across all shelters due to conditions such as unusual weather, economic climate, etc. SCA is expecting a 3-6 month report in the very near future. Once received, SCA will forward to S.L. Gimbel Foundation Fund.

- **What were the challenges and obstacles you encountered (if any) in attaining your goals & objectives? How did you overcome and/or address the challenges and obstacles? What were the lessons learned?**

One challenge that was to be expected with introducing a new program like ISLA was informing the public about SCA's free services without the assistance of or financial resources for advertising in newspapers and through mass mailings.

The other more difficult obstacle and crux of offering a program in a very low income population uneducated about the plight of stray cats, was to encourage the residents to take responsibility for their community cats both owned and stray.

These were overcome by:

- a) Hiring a bilingual Spay/Neuter Outreach and Volunteer Coordinator who works throughout the service area 5-6 days (and nights) handing out Spanish/English flyers, disbursing spay/neuter pledges, giving out cat food, and educating the public about the plight of stray cats. She also discusses cat issues in the neighborhoods, receives details about locations of unsterilized colonies and seniors/disabled in need of support. She also manages volunteer trapping nights and canvassing days.
- b) Bilingual Hotline staff answering questions and providing ISLA resource information.
- c) Canvassing Days where volunteers walked door-to-door in precincts speaking directly to the community dispensing spay/neuter pledges, handing out bilingual fliers about ISLA services and upcoming Community Day in the fall. They handed out SCA premiums (coffee mugs) to remind residents about the SCA name and cat food/cat toys when available to develop trust.
- d) SCA hosted its first Community Day. The community was invited to a day of fun and education while their cats were spayed and/or neutered. It was a strategic event aimed at attracting residents to bring in their cats for sterilization by offering hotdogs (soy), popcorn, drinks, cotton candy, cat toys, cat food, cat carriers and conversation with dedicated SCA volunteers. The day was overflowing with people walking from their homes with cats in towels, on their shoulders without leashes or protective carriers and even some cats arrived in bird cages. The families were excited about the free food, fun and information as well as wonderful care for their cats. They were eager to be filmed and photographed expressing their gratitude. So many people attended that not all cats could be serviced and they stayed overnight for surgery the next day (see website event photographs). The community was so enthusiastic that they told many members of the area and that week there was a large spike in cats brought in for sterilization. The veterinarian who owns the clinic stated she only saw about 5 cats a year before SCA came to the community and now they see 5 or more in a day*. (Recent statistics are 90 per week.)

Cats/kittens were found not just in need of T/N/R, but in desperate need of emergency veterinary care. There is a great need for available medical/boarding funds in addition to spay/neuter funds to support cats found in such conditions. Medical expenses are always the largest line item of care for cats in the SCA system. Fundraising for such instances is always taking place to replenish SCA's Emergency Medical Fund.

Dogs were also found in the neighborhoods that were in dire need of medical support, starving and homeless. SCA will never leave an animal in need and took these animals into the foster system. This put a great drain on the ISLA budget as dog boarding, training and medical care was an unexpected and large expense. One such Chihuahua, "Reese", went in for a simple spay surgery. Due to a weakened immune system being on the streets, she could not recuperate from three bouts of kennel cough resulting in pneumonia. The veterinary stay and treatment was extremely costly. Successful adoptions occurred with new rescue partners. Such rescues delayed volunteer's ability to complete canvassing as dogs had to be rushed to the veterinarian for immediate care. We are working to establish dog rescues that will work with us and take on dogs SCA finds while canvassing and trapping throughout the neighborhoods.

The main lesson learned was *consistency* of the message about free services and that residents need to take on the responsibility to cure the problem of cat overpopulation in their neighborhoods. As they understand this compassionate message, a long-standing solution will result and stay in place once the ISLA program moves on into new territories.

- **Describe any unintended positive outcomes as a result of the efforts supported by this grant.**

Our ISLA Spay/Neuter Outreach Coordinator visited schools which have become allies distributing information to families about free services available to them. (See Success Stories below).

- **Describe the overall effect this grant has had on your organization.**

The S.L. Gimbel Foundation Fund grant award greatly assisted SCA's mission in South Los Angeles to save cats' lives in one of the neediest areas of Los Angeles and the nation. Increased donations have resulted as SCA's contributors were responsive to the results and improvements they saw in such a depressed community. They were grateful to hear about success stories of lives saved. Other grantors have shown commitments to fund spay/neuter surgeries due to seeing additional funding for other parts of the ISLA initiative (medical, boarding, salaries, etc.) The veterinary clinic has agreed to maintain reasonable fees knowing there will be constant business. This has been one of the most important components of making this program possible as veterinary costs are so expensive and drain an organization's ability to offer free services. The few veterinary clinics in the area are quite expensive so the community cannot bring their animals in for care.

This award has allowed SCA to meet the demands of the community requesting support for free-roaming cats. SCA is moving in a very positive direction to reach its goal of lowering cat and kitten intake at the LAAS-SLA resulting in lives saved. It has also ended suffering of a large number of cats living on the streets with no caregivers through food provisions and medical assistance in addition to spay/neuter. It has changed lives of this community who love cats and want to see a resolution to the cat overpopulation.

- **Tell us a few success stories that made an impact on your organization and/or community as a result of this grant.**

Story #1

SCA T/N/R'd 5 cats at the Amity Foundation in 90037, a rehab program in the community. We came across the location while canvassing. They have several strays they feed and have made part of their family. The resource manager was himself once part of the program and has adopted a grey Tabby who he named "Thomas le cat" who has his own Facebook page!

Letter from resource manager:

Hello, Marisol. I just wanted to say thank you for the help that you provided us last night with our feline friends. It was very heart-warming to have you come out and provide the services which you do. This will be of great help now, and of course down the road as well.

Amity Foundation
when people gather with good intent
Edward Pochay, Resource and Development
323.338.4978 • phone
213.748.5102 • fax
661.330.4712 • mobile

Story #2

In July of 2012, SCA received a Hotline call from an elementary teacher who wanted help with the T/N/R of cats/kittens around her school campus. She fed and looked out for them, but she knew there had to be a better life for them. Marisol Pineda, SCA's Spay/Neuter Outreach Coordinator, taught her how to trap. Two kittens were trapped and good homes were eventually found for them. This trapping project led to the development of a pending project by the school to have all the families spay/neuter their cats (and dogs) with the idea of it being a contest with other schools in the area. The project is pending approval by the new principal.

Story #3

"Mary's cats". A woman we will call "Mary" called the Hotline desperate for help with a large colony of cats in her backyard. They continually bred uncontrolled. She was trying to keep them alive by feeding them eggs and tortillas. SCA stepped in and through a series of trappings; all 30+ cats were spayed/neutered. SCA also medically helped three of her cats. "Minnie" was hit by a car and had a broken leg. "Frisky" had crystals in his urine with a Urinary Tract Infection. SCA also arranged the sterilization of her dogs by working with Spay4LA. SCA continues to provide \$300-\$400 a month of food for the cats and dogs. As new cats enter the colony as strays from the street, they are spayed/neutered to maintain the colony size and health.

- **Provide a financial report on the use of your grant funds (expenditures).**
See attached financial report of expenditures.
- ❖ Please send copies of publicity and other promotional materials.
- ❖ All variances or time extensions must be approved by The Community Foundation's Grant Committee. Please contact us at 951-684-4194, ext. 114 immediately if a variance or extension becomes necessary.

Please return the completed form to:

Celia Cudiamat, Vice President of Grant Programs
3700 Sixth St., Suite 200, Riverside, CA 92501 or fax to 951-684-1911
Or email to: ccudiamat@thecommunityfoundation.net

Celia Cudiamat

From: missy woodward <savepets@gmail.com>
Sent: Thursday, February 28, 2013 10:20 PM
To: Celia Cudiamat
Subject: Stray Cat Alliance Grant Evaluation - S.L. Gimbel Foundation Fund
Attachments: Mary feeding cats.jpg; Stray Cat Alliance Gimbel Evaluation Budget 022813.pdf; Stray Cat Alliance Gimbel Evaluation 022813.doc

Dear Ms. Cudiamat,

My apologies for not getting this to you during business hours today, but I have just arrived back from a three day business trip. Each of my meetings went long today and I could not access my computer before my flight. I had to wait until I returned home now.

Please find answers to the questions below for SCA's report on the grant award from the S.L. Gimbel Foundation Fund.

1) You will have expended your 2012 grant funds by March 11, 2013;

All funds have been expended - see attached expense sheet.

2) You will submit a final narrative and expenditure report by Feb. 28 via email to me

Please find attached.

3) Your current administrative costs are 20% or less.

Yes. SCA's 2012 P&L will be completed by Monday/Tuesday of next week. Our bookkeeper works only 5-7 a week and she has been completing annual statistics, tax preparation and financial documents for 2012. Once completed, I will forward to you. SCA's 2011 990 attached to the 2012 grant application shows Administrative expenses below 20% which is usual.

Publicity of grant:

The award from the S.L. Gimbel Foundation Fund was recognized in the following:

On the SCA website:

- 1) <http://www.straycatalliance.org/how-we-help/programs/care-for-community-cats>
- 2) <http://www.straycatalliance.org/how-we-help/programs/i-spayed-la-program>

Video:

A descriptive and heartfelt video was produced about the I Spayed LA program and at the end the S.L. Gimbel Foundation Fund and other grantors were recognized. It is at the end of the first video on this page: <http://www.straycatalliance.org/how-we-help/programs/i-spayed-la-program>. A physical copy of the video is being sent to SCA's top 200 supporters to show the success of the program. It was shown during the very popular annual gala in October, *Evening At The Stray Cat Club*, seen by members of LA's City Council and other politicians, our membership, strategic corporate partners, entertainment professionals and new friends of SCA who are cat lovers. You will receive a copy once the duplication is completed. If you require more than one copy, I will be happy to provide that.

As we have a small board, no documented notice was sent to them but they are well aware of the generosity of the S.L. Gimbel Foundation Fund and sends their gratitude.

Photographs:

Please find photographs from SCA's special Community Day described in the report at:
<http://www.straycatalliance.org/photos/event-photos/607>.

Photos of animals/people mentioned in the report are attached as well:

- 1) "Mary" feeding a portion of her cat colony
- 2) Marisol, our Spay/Neuter Outreach and Volunteer Coordinator distributing food and fliers to encourage community participation: <http://www.straycatalliance.org/photos/event-photos/623>

SCA greatly appreciates the kind support of the S.L. Gimbel Foundation Fund. The impact of this award has caused a compassionate shift in a community eager to support their cats, but with no knowledge or resources to do so.

Upon receipt and review of the attached report, may I assume I may now prepare my proposal for 2013?

Thank you for your support.

Sincerely,

Missy Woodward
Board of Trustees, Chair
StrayCatAlliance.org
Building A No-Kill Nation, One Stray At A Time
Telephone: [\(818\) 516-1622](tel:(818)516-1622)