

**IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI**

**A RESOLUTION** transferring \$180,000.00 within the 2012 Health Fund and authorizing the County Executive to execute Cooperative Agreements with Heartland SPCA and Spay & Neuter Kansas City, for public health purposes, at an aggregate cost to the County not to exceed \$180,000.00.

**RESOLUTION #17782**, January 17, 2012

**INTRODUCED BY** Dennis Waits, County Legislator

WHEREAS, Heartland SPCA has submitted a funding proposal for \$80,000.00 to support its Humane Education and Resources Office (HERO) Program, an outreach initiative designed to educate pet owners and provide spay and neuter services to residents of Jackson County; and,

WHEREAS, Spay & Neuter Kansas City has submitted funding proposal for \$100,000.00 to support its Pet Outreach Program, an inner city-based clinic that provides free and low cost spay and neuter, wellness, and outreach services for the pets of low-income owners in Jackson County; and,

WHEREAS, the execution of Cooperative Agreements with Heartland SPCA and Spay & Neuter Kansas City, in amounts indicated, is in the best interests of the health, welfare, and safety of the citizens of Jackson County; and,

WHEREAS, a transfer is necessary to place the funds in the proper spending account;

and,

WHEREAS, the County Executive recommends said transfer; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the following transfer within the 2012 Health Fund be and hereby is made:

<u>DEPARTMENT/DIVISION</u>	<u>CHARACTER/DESCRIPTION</u>	<u>FROM</u>	<u>TO</u>
Health Fund Non-Mandated Contingency 002-8005	56830 – Contingency	\$180,000	
Health Fund Spay & Neuter KC 002-7761	56789 – Outside Agency Funding		\$100,000
Health Fund Health Fund Allocation 002-7708	56789 – Outside Agency Funding		\$ 80,000

and,

BE IT FURTHER RESOLVED by the County Legislature of Jackson County, Missouri, that the County Executive be and hereby is authorized to execute Cooperative Agreements with Heartland SPCA and Spay & Neuter Kansas City, in the aggregate amount of \$180,000, in forms to be approved by the County Counselor; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing be and hereby is authorized to make all payments, including final payment on the agreements.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Chief Deputy County Counselor

  
\_\_\_\_\_  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17782 of January 17, 2012, was duly passed on January 17, 2012 by the Jackson County Legislature. The votes thereon were as follows:

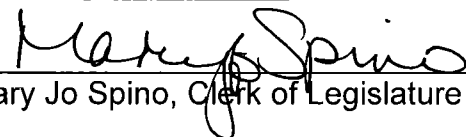
Yeas 8

Nays 1

Abstaining 0

Absent 0

1-18-12  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Mary Jo Spino, Clerk of Legislature

Funds sufficient for this transfer are available from the source indicated below.

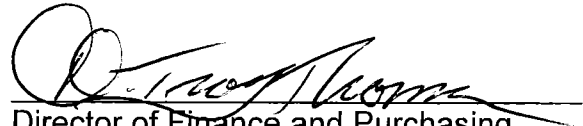
ACCOUNT NUMBER: 002 8005 56830  
ACCOUNT TITLE: Health Fund  
3% Non-mandated Contingency  
Contingency  
NOT TO EXCEED: \$180,000.00

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 002 7761 56789  
ACCOUNT TITLE: Health Fund  
Spay & Neuter KC  
Outside Agencies  
NOT TO EXCEED: \$100,000.00

ACCOUNT NUMBER: 002 7708 56789  
ACCOUNT TITLE: Health Fund  
Health Fund Allocation  
Outside Agencies  
NOT TO EXCEED: \$80,000.00

January 12, 2012  
Date

  
Director of Finance and Purchasing

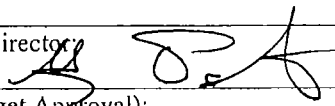
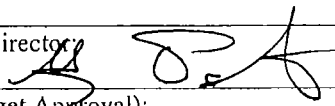
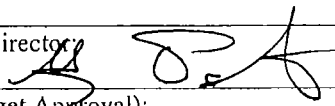
# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/Ord No.: 17782

Sponsor(s): Dennis Waits

Date: January 17, 2012

SUBJECT	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>2012 Outside Agency Funding Requests For The Agenda of January 17 2012.</u></p>										
<p>BUDGET INFORMATION</p> <p><i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td><td>\$180,000</td></tr> <tr> <td>Amount previously authorized this fiscal year:</td><td>\$0</td></tr> <tr> <td>Total amount authorized after this legislative action:</td><td>\$180,000</td></tr> <tr> <td>Amount budgeted for this item * (including transfers):</td><td>\$</td></tr> <tr> <td>Source of funding (name of fund) and account code number; FROM/TO</td><td>Transfer From Non Mandated Health Fund Contingency 002-8005-6830 INTO 002-7761-56789 &amp; 002-7708-56789</td></tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)</p> <p><input type="checkbox"/> Term and Supply Contract (funds approved in annual budget); estimated value and use of contract;</p> <p>Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable):</p> <p>Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$180,000	Amount previously authorized this fiscal year:	\$0	Total amount authorized after this legislative action:	\$180,000	Amount budgeted for this item * (including transfers):	\$	Source of funding (name of fund) and account code number; FROM/TO	Transfer From Non Mandated Health Fund Contingency 002-8005-6830 INTO 002-7761-56789 & 002-7708-56789
Amount authorized by this legislation this fiscal year:	\$180,000										
Amount previously authorized this fiscal year:	\$0										
Total amount authorized after this legislative action:	\$180,000										
Amount budgeted for this item * (including transfers):	\$										
Source of funding (name of fund) and account code number; FROM/TO	Transfer From Non Mandated Health Fund Contingency 002-8005-6830 INTO 002-7761-56789 & 002-7708-56789										
PRIOR LEGISLATION	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date): Resolution # 17500 2/14/2011 No More Homeless Pets &amp; 16796 Spay Neuter KC 1/13/2009</p>										
CONTACT INFORMATION	<p>RLA drafted by (name, title, &amp; phone): Cindy Wallace – Audit Assistant 881-3312</p>										
REQUEST SUMMARY	<p>Please draft the below agency contract. These outside agency contracts should be drafted and held by the Counselor's Office while awaiting compliance with Executive Order 04-18. \$180,000 to come from a transfer from the Health Fund 3% Non-Mandated Contingency Fund 002-8005-6830</p> <p>1). Heartland SPCA \$80,000 002-7708 -56789 (Health Fund)</p> <p>2). Spay &amp; Neuter Kansas City \$ 100,000 002-7761-56789 (Health Fund)</p> <p style="text-align: right;">Total = \$ 180,000</p>										
CLEARANCE	<p><input type="checkbox"/> Tax Clearance Completed (Purchasing &amp; Department)</p> <p><input type="checkbox"/> Business License Verified (Purchasing &amp; Department)</p> <p><input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)</p>										
ATTACHMENTS											
REVIEW	<table border="1"> <tr> <td>Department Director: </td><td>Date: 1.11.12</td></tr> <tr> <td>Finance (Budget Approval): <i>If applicable</i></td><td>Date:</td></tr> <tr> <td>Division Manager:</td><td>Date:</td></tr> <tr> <td>County Counselor's Office:</td><td>Date:</td></tr> </table>	Department Director: 	Date: 1.11.12	Finance (Budget Approval): <i>If applicable</i>	Date:	Division Manager:	Date:	County Counselor's Office:	Date:		
Department Director: 	Date: 1.11.12										
Finance (Budget Approval): <i>If applicable</i>	Date:										
Division Manager:	Date:										
County Counselor's Office:	Date:										

Funds sufficient for this transfer are available from the sources indicated below.

RES # 17782

Mary Rossmun  
Budgeting  
11/11/12



# OUTSIDE AGENCY FUNDING REQUEST FORM 2012 BUDGET

415 E 12th Street, 2nd Floor  
Kansas City, MO 64106

Email: [auditor@jacksongov.org](mailto:auditor@jacksongov.org)

Section A: Organization or Agency Information . . . . .	page 1
Section B: Agency's 2011 and 2012 Revenue Information . . . . .	page 2
Section C: Individual Program Budget . . . . .	page 3
Section D: Program Information . . . . .	pages 4 - 8
Section E: Summary of Request by Program . . . . .	page 9

## Section A: Organization or Agency Information

Name: Spay & Neuter Kansas City

Address: PO Box 410303, Kansas City, MO 64141

Phone No: 816-353-0940

Fax: 816-523-0887

Website Address: [www.snkc.net](http://www.snkc.net)

Federal Tax ID No: 82-0563117

Fiscal Year Cycle: Nov-Oct

Executive Director: Michelle Rivera, President and Executive Director

Name and Title of Principal Contact Person: Michelle Rivera

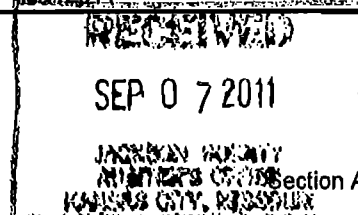
Phone No: 816-519-3428

Email Address: [michelle@snkc.net](mailto:michelle@snkc.net)

Submittal of this request has been authorized by: Michelle Rivera

Date:

9/7/2011



## Section B: Agency's 2011 and 2012 Revenue Information

### Agency's 2012 Projected Revenue Information

Funding Entity	Agency's 2012 Total Projected Revenue Source You Will Request 2012 Funding From	Projected Amount	% of Total Revenue
Federal		\$ -	0
State		\$ -	0
Jackson County		\$ 100,000	11
Other Counties		\$ -	0
City		\$ -	0
Charity/Donations	Public Donations and other grant funding	\$ 150,000	17
Fundraisers	Events	\$ 100,000	11
Other	Program revenue	\$ 550,000	61
<b>2012 Total Projected Revenue</b>		<b>\$ 900,000</b>	

### Agency's 2011 Revenue Information

Funding Entity	Agency's 2011 Total Revenue Source You Received Funding From	Amount	% of Total Revenue
Federal		\$ -	0
State		\$ -	0
Jackson County		\$ -	0
Other Counties		\$ -	0
City		\$ -	0
Charity/Donations	Public donations and other grant funding	\$ 130,000	19
Fundraisers	Events	\$ 60,000	9
Other (please list)	Program Revenue	\$ 495,000	72
<b>2011 Total Revenue</b>		<b>\$ 685,000</b>	

If your agency received funding from Jackson County in 2011,  
please identify the funding source, amount and program name below.

Jackson County Funding Source	Yes	No	Amount	Program Name
COMBAT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Mental Health Levy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Board of Services for Developmentally Disabled	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Domestic Violence Board	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Housing Resources Commission	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Outside Agency Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
<b>2011 Total Jackson County Funding</b>			<b>\$ -</b>	

Did your agency receive funding or resources in 2011 from either of the following?

Mid America Regional Council	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -
Harvesters	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -



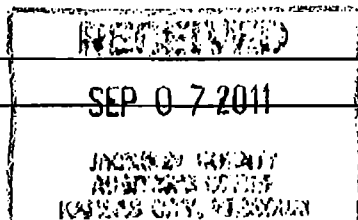
## Section C: 2012 Program Budget

*Complete a separate program budget for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

<b>Personal Services</b>			
For each salary request below please attach a job description or duties.			
Position / Title	Total Salary	% of Salary to be funded by Jackson Co.	Amount of Salary to be funded by Jackson County
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
Total Salaries			\$ -
Total Benefits			\$ -
<b>Total Personal Services</b>			<b>\$ -</b>
<b>Contractual Services</b>			
Spay Neuter Subsidy Program <i>100% of funding will go to spay neuter services</i>			\$ 100,000
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Contractual Services</b>			<b>\$ 100,000</b>
<b>Supplies</b>			
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Supplies</b>			<b>\$ -</b>



**Total Program Request \$ 100,000**

## Section D: 2012 Program Information

*Complete a separate program information sheet for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

### Proposed Program

Detail functions to be performed by each program.

Spay Neuter Kansas City is an inner city-based clinic providing free and low cost spay/neuter, wellness, and outreach services for the pets of low-income owners. Our efforts are focused in Kansas City and Independence Missouri urban cores where incomes are generally very low and animal control calls and impound are high.

SNKC services are available to all low-income pet owners in Jackson County. Our primary focus, however, is centered in the heart of Kansas City and Independence's low income areas – the geographical area encompassing several zip codes and are responsible for a large percentage of the problem calls to both city animal shelters.

We have the personnel and staff to directly contact pet owners in our target area; pet supplies to assist these owners, which will enhance our interactions and credibility with them (and thereby increase our success in scheduling surgical procedures), as well as improving the lives of their pets; transportation for dogs and cats to and from the clinic; and clinical facilities to perform the procedures. We currently have many of these resources, but lack the funding levels necessary to realize the full potential of this project. SNKC is asking for funding to subsidize the spay neuter surgeries, however we will provide staffing and all related pet resources such as dog houses, pet food etc.

Funds from this project will be used to subsidize spay neuter surgeries for needy Jackson County pet owners. These surgeries will be performed at our clinic as well as contracting a portion of services to private practice veterinarians in Kansas City and Independence. Contracting out services to participating veterinarians in our target areas keeps costs lower and prevents additional and unnecessary transportation costs. It also keeps tax dollars within the county and appropriate city providing such services to the tax-payer.

SEP 07 2011

Section D

## Section D: 2012 Program Information

*Complete a separate program information sheet for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

### Participants

Identify the number of participants by County that each program serves.

Jackson, MO	Over 300,000
Clay, Platte, Cass, MO	For this project 0
Wyandotte, Johnson, KS	For this project 0
Other Missouri	For this project 0

### Target Population

Describe target population and demographics to be served by each program.

The target area we are focusing on (see attached chart A) comprises a human population of 304,244 (www.city-data.com) and (census.gov) and it is estimated as many as 76,000 dogs and 92,000 cats reside in these areas. These areas have the largest poverty rates in our county. The rate of cruelty and/or neglect calls from this target area is also significantly higher than from other areas of the city.

An average of the target area, 57% of household incomes are below \$35,000 with an average household income of \$29,892. In those target areas, an total average of 38% are African American, 57% White and 43% are between the ages of 25-54.

Based on the population, demographics and the animal control data, we believe there is a critical need for a focused campaign to reduce the number of intact dogs and cats in this area. Recognizing that spayed and neutered animals tend to be healthier, less aggressive, less likely to roam, and above all, will not contribute to the crisis of pet overpopulation, our successful promotion of spay/neuter in these code areas has already shown a 35% reduction in shelter intake over a 3 year span. Continued funding to this program will have a major impact on the welfare of the pets and the humans in both Independence and Kansas City.

Would you provide these services to anyone at your door?

**Answer No**

Is anyone denied services?

**Answer YES**

What level of indigents (below poverty level) do you serve? 100%

Please classify your program from the following types by percentage of your agency's overall service

Senior Program	%
Indigent Program (Below Poverty Level)	100 %
Senior Indigent Program	%

What criteria do you have for the clients you serve? Screening on financial need

Pet owners must demonstrate financial need for our services. Those who CAN afford regular veterinary care from a private veterinary clinic will be referred to such clinic therefore preserves limited resources and funding for those most in need.

SEP 17 2011

JACKSON COUNTY  
KANSAS CITY, MISSOURI

## Section D: 2012 Program Information

*Complete a separate program information sheet for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

### Service Delivery Area

Identify your specific geographic service delivery area for each program.

SNKC provides spay/neuter and pet wellness services to low-income pet owners. By virtue of our inner city location and based on what we see every day, we are acutely aware of the need for our services in Kansas and Independence lower income areas. To narrow our focus where we could have the greatest impact with the area we currently serve, we enlisted volunteers to research and analyze animal control data regarding complaint calls and impounds. This analysis revealed the areas that stand out as having a problematic combination of 1) a sizeable population of large, free-roaming dogs 2) a disproportionately high number of animal control contacts, and 3) very low income among residents.

Eligibility of the targeted population will be any dog or cat that is intact within these zip codes. We will, however, focus on those considered at higher risk of reproducing and/or behavioral problems (aggression, roaming, etc.)

Eligibility of the human population is determined by a number of factors. Low income is the primary criterion which is assessed by a combination of the individual's income, total household income, and financial assistance. Also consideration is any past veterinary care of the pet, number of pets in household, previous reproductive history and where and how the pet was acquired.

### Fund Separation

Indicate what measures your agency will take to ensure that funds received from Jackson County will be utilized for the benefit of Jackson County residents.

All pet owners are screened for eligibility and a spreadsheet will be submitted with all pet owner information for invoicing to the county. SNKC has performed such services with Jackson County in prior years and have completed a satisfactory program audit to ensure all services were performed according to contract.

As a part of our screening process, some pet owners may need to show proof of residency or income however most will be found through active outreach efforts.

RECEIVED

SEP 07 2011

Section D

## Section D: 2012 Program Information

*Complete a separate program information sheet for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

### Approach & Method

List the top three (3) objectives for each program.

1. To decrease pet overpopulation through free and low cost spay and neuter services. This in turn, decreases shelter intake and lowers future governmental incurring expenses. SNKC has been responsible for aiding in a shelter intake drop of 35% and a 30% reduction in animal problem calls to the city of Kansas City, MO over a 3 year span.

2. Promote responsible pet ownership through education and resources such as dog houses, pet food and other basic pet necessities. This in turn, decreases the number of animals impounded on simple ordinance violations, improves the pets quality of life, keeps the animal in the home. This long term proactive approach helps us achieve our goals more quickly.

3. Promote and provide low cost rabies vaccinations to lower income pet owners as a public safety issue.

Detail specific methods you will use to achieve these objectives.

This project will be promoted in the target area by various means. Our Outreach Team will provide both verbal and printed information to pet owners and their friends and neighbors via door-to-door contact. City animal control officers will be provided with the printed information we develop (educational brochures and flyers).

We have the pet supplies to assist these owners, which will enhance our interactions and credibility with them (and thereby increase our success in scheduling surgical procedures), as well as improving the lives of their pets; transportation for dogs to and from the clinic; and clinical facilities to perform the procedures. We currently have many of these resources, but lack the funding levels necessary to realize the full potential of this project. SNKC is asking for funding to subsidize the spay neuter surgeries, however we will provide staffing and all related pet resources such as dog houses, pet food etc

We have a 24' cargo truck that we currently use for transporting pets to and from the clinic. The truck is climate controlled and equipped to carry up to 30 animals.

SEP 07 2011

Section D

## Section D: 2012 Program Information

*Complete a separate program information sheet for each program your agency is applying for funding.*

**Agency Name:** Spay & Neuter Kansas City

**Program Name:** Pet Outreach Program

### Evaluation

How can the success of each program be evaluated?

Indicate performance measures or statistics you will use to demonstrate the success of each program.

It's important to have a plan in place and a clear focused understanding of the desired outcome. Part of our planning is to identify the specific problem, solutions and desired outcome. The most important component in measuring performance is having accurate and reliable data for our targeted areas. Fortunately, because of our excellent working relationship with our local animal control department, raw data is regularly shared with our organization. This data is analyzed which allows us to narrow our focus to not only understand what the problem is but also directs us to the problem areas.

Obviously the most important indicator of success for targeted programs is the impact on shelter intake and euthanasia. Our plans also include a wider range of performance measures we will track and will be measured against the baseline data we have analyzed. These include: Number of intakes, adoptions, spay neuter surgeries from target areas, show rate of surgeries/transport, citations, animal control nuisance calls, percentage of spay neuter compliance, bite cases, cruelty and neglect calls, reported cat problems (feral cats) and pet owners provided face to face education on responsible pet ownership.

We will take the baseline numbers and will keep detailed and accurate data during this project timeline. By project end, we will be able to provide a detailed account of these targeted areas along with outcome results of our efforts. While we know our goal is to perform over 2,000 surgeries, our desired outcome is to see an overall drop in the indicators above and an increased public awareness of responsible pet ownership. This will help improve the quality of lives of pets in our community.

### Notification

How will your organization make clients, the public and the media aware of the generous taxpayer funding received from Jackson County? (Please attach any examples)

With county approval, Jackson County will receive recognition for their support to our agency through our brochures, reports, publications, and marketing material. SNKC will also acknowledge our appreciation through our website and Facebook page which has over 8,000 fans. We will recognize county decision makers at our annual events, letters to our donors and ensure all Jackson County pet owners are aware of how and by whom their surgeries are being subsidized.

SEP 07 2011

Section D



## OUTSIDE AGENCY FUNDING REQUEST FORM 2012 BUDGET

415 E 12th Street, 2nd Floor  
Kansas City, MO 64106

Email: [auditor@jacksongov.org](mailto:auditor@jacksongov.org)

Section A: Organization or Agency Information .....	page 1
Section B: Agency's 2011 and 2012 Revenue Information .....	page 2
Section C: Individual Program Budget .....	page 3
Section D: Program Information .....	pages 4 - 8
Section E: Summary of Request by Program .....	page 9

### Section A: Organization or Agency Information

Name: Heartland SPCA

Address: 5428 Antioch Drive, Merriam, KS 66202

Phone No: 913-831-7722

Fax: 913-825-6836

Website Address: [www.heartlandspca.org](http://www.heartlandspca.org)

Federal Tax ID No: 05-0552529

Fiscal Year Cycle: January - December

Executive Director: Courtney Thomas

Name and Title of Principal Contact Person: Gail Longstaff, Vice President

Phone No: 913-742-7303

Email Address: [glongstaff@heartlandspca.org](mailto:glongstaff@heartlandspca.org)

Submittal of this request has been authorized by:

Date:

*Courtney Thomas*  
9/16/2011

RECEIVED

SEP 16 2011

JACKSON COUNTY  
MISSOURI  
Section 5

## Section B: Agency's 2011 and 2012 Revenue Information

### Agency's 2012 Projected Revenue Information

Funding Entity	Agency's 2012 Total Projected Revenue Source You Will Request 2012 Funding From	Projected Amount	% of Total Revenue
Federal	NA	\$ -	0
State	NA	\$ -	0
Jackson County	Outside Agency Program	\$ 80,000	2
Other Counties	NA	\$ -	0
City	City Contracts for Sheltering Services	\$ 140,000	4
Charity/Donations	Donations and Grants	\$ 1,200,000	34
Fundraisers	Martini Gala, St. Pets, Golf Tournament, Fuzzy	\$ 750,000	21
Other	Program Service Revenue	\$ 1,400,000	39
2012 Total Projected Revenue		\$ 3,570,000	

### Agency's 2011 Revenue Information

Agency's 2011 Total Revenue  
(Through August 2011)

Funding Entity	Source You Received Funding From	Amount	% of Total Revenue
Federal	NA	\$ -	0
State	NA	\$ -	0
Jackson County	Outside Agency Program	\$ 40,000	2
Other Counties	NA	\$ -	0
City	City Contracts for Sheltering Services	\$ 71,000	3
Charity/Donations	Donations and Grants	\$ 1,040,000	47
Fundraisers	St. Pets, Golf Tournament, FuzzyFotosKC	\$ 337,469	15
Other (please list)	Program Service Revenue	\$ 701,692	32
2011 Total Revenue		\$ 2,190,161	

If your agency received funding from Jackson County In 2011,  
please identify the funding source, amount and program name below.

Jackson County Funding Source	Yes	No	Amount	Program Name
COMBAT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Mental Health Levy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Board of Services for Developmentally Disabled	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Domestic Violence Board	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Housing Resources Commission	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -	
Outside Agency Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$ 80,000	
2011 Total Jackson County Funding			\$ 80,000	

Did your agency receive funding or resources in 2011 from either of the following?

Mid America Regional Council	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -
Harvesters	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$ -

**RECEIVED**

SEP 16 2011

Section B



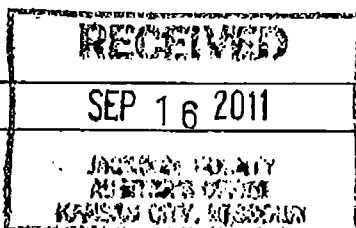
## Section C: 2012 Program Budget

*Complete a separate program budget for each program your agency is applying for funding.*

**Agency Name:** Heartland SPCA

**Program Name:** Humane Education and Resource Officer (HERO)

<b>Personal Services</b>			
For each salary request below please attach a job description or duties.			
Position / Title	Total Salary	% of Salary to be funded by Jackson Co.	Amount of Salary to be funded by Jackson County
HERO Program Manager	\$36,010.00	35%	\$ 12,604
Humane Education & Resource Officer	\$24,960.00	60%	\$ 14,976
			\$ -
			\$ -
			\$ -
			\$ -
Total Salaries			\$ 27,580
Total Benefits			\$ -
<b>Total Personal Services</b>			<b>\$ 27,580</b>
<b>Contractual Services</b>			
Spay/Neuter for low income families provided by Heartland SPCA Animal Medical Center			\$ 31,452
Medical Treatment for pets of low income families at HSPCA AMC			\$ 20,968
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Contractual Services</b>			<b>\$ 52,420</b>
<b>Supplies</b>			
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Supplies</b>			<b>\$ -</b>



**Total Program Request \$ 80,000**

## Section D: 2012 Program Information

Complete a separate program information sheet for each program your agency is applying for funding.

Agency Name: Heartland SPCA

Program Name: HERO Program

### Proposed Program

Detail functions to be performed by each program.

Creating and implementing programs geared to curb animal shelter intake, and prevent the euthanasia of adoptable animals is the driving mission of Heartland SPCA. In 2010, more than 20,000 animals entered metro shelters, and over 30% of those animals were euthanized. The sad reality is most of the animals euthanized were adoptable, but the shelters simply ran out of space or did not have the resources to provide those animals with a viable outcome. Heartland SPCA is eager to implement supportive programs to aid in the decline of animals entering and being euthanized in Jackson County shelters, while also providing affordable spay/neuter and veterinary wellness services to the community. Our HERO (Humane Education and Resource Office) program will target areas in Jackson County where we know the majority of shelter intakes/animal control calls originate.

Since 2007, over 25,000 spay/neuter surgeries have been performed at our facility. These spay/neuter initiatives have prevented thousands of unwanted litters from being born, thereby eliminating the chance that those litters would enter our area shelters. Continuing this trend to increase spay/neuter compliance will not only improve the lives of animals and citizens, but will provide a financial benefit to the city as it relates to decreased shelter intakes. Support in the field to educate pet owners and provide them with necessary resources to keep the pet in the home is an additional program component.

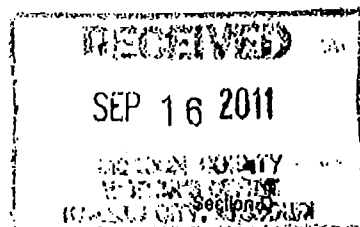
While it is important to recognize the improvements to animal welfare that have been made across the metro the last several years, we still have a long way to go. In 2010, approximately 5,900 animals were euthanized in Jackson County shelters, which accounts for more than 90% of the total number of animals euthanized across the Kansas City Metro area (data includes Animal Haven, Independence Animal Control, Kansas City, Missouri Animal Control, Lee's Summit Animal Control, and Wayside Walls). Heartland SPCA has initiated and would like to grow the following programs in Jackson County as a way to drive down the number of shelter intakes and animals euthanized.

The HERO Program is an outreach initiative designed to educate pet owners about responsible pet ownership, provide resources such as food, appropriate outdoor shelter, medical care, and other necessary supplies, while also working with the pet owner to have their animals spayed or neutered. HERO program staff will be out in the field four days a week, responding to calls for assistance, while also targeting zip codes where the majority of animal control calls and shelter intakes occur. This program also targets feral and free roaming cat populations to get colonies spayed/neutered and mitigate nuisance calls/issues.

Our high-quality/low-cost spay and neuter program provides affordable (or free) services to pet owners. In addition, our transport services make it easy for communities or entire neighborhoods to participate. Our staff will pick the animals up, take them to Heartland SPCA Animal Medical Center for surgery, and deliver the animals back to the drop-off location the next day for owner pick-up. In the last year, Heartland SPCA performed spay/neuter surgeries for 1,156 Jackson County animals. We would like to double that number in the next year.

In January of 2011, we launched our high-quality/low-cost veterinary wellness program. This program provides an affordable option for pets who need medical attention, but whose owners have limited financial resources. No longer will pet owners have to consider surrendering their pet to a shelter as an option because they cannot afford medical care. Since the clinic started, we have provided veterinary services to nearly 600 Jackson County pets.

Heartland SPCA is requesting funding to help provide the services mentioned above to citizens in Jackson County, focusing in particular on the zip codes 64055, 64056, 64057, 64124, 64125, 64126, 64127, 64128, 64130, 64132 in Jackson County. In 2010, the operating budget to support the HERO/Spay and Neuter Programs was nearly \$170,000. 2011 has been in-line with 2010's budget, and projections for 2012 are expected slightly higher. As a result of a grant specifically focused on the feral cat challenge in Independence, we expect to allocate significantly more resources to Jackson County in 2012. With financial support from the county, we can expand the program and create a noticeable impact in Jackson County. We are requesting the county consider providing \$80,000 in funding to support these critical, life-saving programs.



## Section D: 2012 Program Information

Complete a separate program information sheet for each program your agency is applying for funding.

Agency Name: Heartland SPCA

Program Name: HERO Program

Participants	
Identify the number of participants by County that each program serves.	
Jackson, MO	Approximately 70% of our program focus is on Jackson County and our plan is for the HERO program to focus 60% of our total program effort in eastern Jackson County where there is currently limited focus on spay/neuter.
Clay, Platte, Cass, MO	5% of our total program focus is in Clay and Platte County
Wyandotte, Johnson, KS	20% of our total program focus is in Wyandotte and Johnson Counties
Other Missouri	5% of our total program focus is in other areas of Kansas and Missouri

Target Population							
Describe target population and demographics to be served by each program.							
<p>Heartland SPCA's HERO program, spay/neuter services, and affordable veterinary care program is aimed to serve low income families in the Kansas City Area. Services are provided to the public based on income and need. Some families/situations qualify for free services; the majority, however, qualify for deeply subsidized services</p> <p>Would you provide these services to anyone at your door? <b>Answer: Yes</b></p> <p>Is anyone denied services? <b>Answer: No</b></p> <p>What level of indigents (below poverty level) do you serve?</p> <p>We provide services to anyone that desires to have their pet fixed with special emphasis on those that have a financial need. More than 50% of our services are subsidized for those that cannot afford even the low cost service offerings. Approximately 51% of our client base earns less than 20K/year.</p> <p>Please classify your program from the following types by percentage of your agency's overall services:</p> <table><tbody><tr><td>Senior Program :</td><td>Unknown, we do not capture client age</td></tr><tr><td>Indigent Program (Below Poverty Level)</td><td>51%</td></tr><tr><td>Senior Indigent Program :</td><td>Unknown, we do not capture client age</td></tr></tbody></table> <p>What criteria do you have for the clients you serve?</p> <p>All of our pricing and service offerings are based on a person's income and their financial need so assistance is given to those with the greatest need while those that can afford the full price of services pay more.</p>		Senior Program :	Unknown, we do not capture client age	Indigent Program (Below Poverty Level)	51%	Senior Indigent Program :	Unknown, we do not capture client age
Senior Program :	Unknown, we do not capture client age						
Indigent Program (Below Poverty Level)	51%						
Senior Indigent Program :	Unknown, we do not capture client age						

Service Delivery Area	
Identify your specific geographic service delivery area for each program.	
<p>Programs and services provided by Heartland SPCA serve all Kansas City Metro communities. While the HERO program would be targeted specifically to the low income areas of the city, our plan is to focus on those areas of the community where the greatest need is identified. Additionally, in 2012 our goal is to increase our presence in eastern Jackson County, helping to reduce the number of unwanted litters born into this community through our spay/neuter initiatives, increase the quality of care provided to pets by their owners through our affordable veterinary care program, and provide resources necessary to keep pets in their homes with their owners thereby reducing shelter intakes. The primary targeted zip codes in eastern Jackson County for the HERO program, spay/neuter outreach and raising awareness to affordable veterinary care include 64055, 64056, 64057.</p>	

RECEIVED

SEP 16 2011

SECTION 1000  
KANSAS CITY, MISSOURI

## Section D: 2012 Program Information

Complete a separate program information sheet for each program your agency is applying for funding.

Agency Name: Heartland SPCA

Program Name: HERO Program

### Fund Separation

Indicate what measures your agency will take to ensure that funds received from Jackson County will be utilized for the benefit of Jackson County residents:

Every client served by Heartland SPCA is tracked in our computer database. We can generate reports that outline program penetration and success by county. Such reports are reviewed on a monthly basis. All calls for field services (i.e. HERO program) will also be tracked by city/county, and will be reviewed on a monthly basis. Funds received from Jackson County will aid in marketing/promoting programs in targeted Jackson County zip codes, and will allow us to provide low-cost spay/neuter services and veterinary wellness to Jackson County residents. 65% of the funding received from Jackson County will be directly tied to programs and services, and the remaining 35% to support staffing necessary to implement the programs. The staffing component is increased for 2012 as additional staff will be needed to support the increased focus on the program expansion planned for 2012.

### Approach & Method

List the top three (3) objectives for each program.

1. Increase spay/neuter awareness and compliance, thereby reducing the number of unwanted litters born, and eliminating the need for those animals to require future housing in area animal shelters.
2. Provide affordable veterinary care to the public. There is a significant need for affordable medical care for companion animals. Often times the public is forced to surrender their pet to the shelter, or have him/her euthanized because they cannot afford medical care – even more so given the current economic status. Our programs are geared to help provide the services and resources necessary to keep the pet in the home with his/her owner.
3. Educate public on the basic elements of responsible pet care and ownership. We will meet face-to-face with citizens to provide them with the tools they need to provide their animals with the most appropriate care. Our education program will also be centered around feral and free roaming cat initiatives, providing alternative solutions to current practice of trap, and euthanize.

Detail specific methods you will use to achieve these objectives.

Heartland SPCA has partnered with Entercom Radio to market the programs and services we offer. We will also have an education officer in the field five days a week, to carry out face-to-face marketing and awareness. Our officer will be cultivating relationships in the community to gain support of the program's fundamental goals, as well as to help raise donations for necessary supplies to carry out the program.

Heartland SPCA will also provide volume transport services for communities, neighborhoods, or organizations for which transportation is a challenge.

Our facility has the capacity to perform 80+ spay/neuter services per day, and our doctor's can see 16+ appointments per day. The board of Heartland SPCA, our staff, and our volunteers are all committed to doing what is necessary to create a more responsible and humane community for the animals and citizens in the Kansas City Metro.

We also hope to work with the Jackson County Community Development offices to help raise awareness and advertise for program specials offered throughout the year.

### Evaluation

How can the success of each program be evaluated?

Indicate performance measures or statistics you will use to demonstrate the success of each program.

The HERO Program is budgeted to provide spay/neuter services to 3,500 animals in 2012

Our affordable veterinary wellness clinic is budgeted to serve over 4,000 pets in 2012

We will continue to meet with the leaders of local five animal control agencies to educate them on the HERO program and gain their support of the program.

We plan to present TNR (Trap, Neuter, Return) to a city council once a quarter

We will develop a core group of volunteers to provide support to the HERO program

We will use social media to raise awareness to the program and post appeals and stories regarding the program on Facebook

We have a goal of 20 new client visits to the clinic each month, naming the HERO program as how they heard about

### Notification

How will your organization make clients, the public and the media aware of the generous taxpayer funding received from Jackson County? (Please attach any examples)

The community will be informed of the generosity from Jackson County via a press release when the program is launched, through signage in our veterinary clinic, and on our agency's website.

SEP 16 2011