



Fundraising for TNR Programs

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Roadmap for today's webinar:

- Grants: where to find them & what to write
- Direct mail campaigns: nuts & bolts
- Special events: keeping it simple
- Uniquely TNR: municipal contracts, caretaker co-pays/donations
- High volume s/n clinics: fee structures

TNR Grants: where are they?

- **PetSmart Charities** Free-roaming Cat Spay/Neuter Program
<http://www.petsmartcharities.org/agencies/spayneuterfreeroam.php>
- Goal is to build and sustain effective community TNR programs; combines strategic planning, mentoring & funding

Community Foundations

- Foundations whose mission is to improve the quality of life in your local community
- E.g., **Citizens Committee For New York City** – small grants for all-volunteer groups



Corporate Foundations



- Grants often distributed by local branches or businesses – usually focused on local nonprofits & projects
- E.g., **Walmart Store and Sam's Club Giving Programs**: "The Walmart Foundation is proud to support the charitable organizations that are important to our customers and associates in their own neighborhoods."

Family Foundations



- Established by individuals (past & present) – usually focused on a particular cause or community
- Look for animal welfare focused or friendly.
E.g., **Bernice Barbour Foundation**

Foundation Center

- **Foundation Directory Online (FDO):** paid subscription service for researching grants (Basic plan = \$19.95/mo.)
- **Foundation Center Libraries:** brick & mortar locations in Atlanta, Cleveland, New York, San Francisco & Washington, DC: offer research, trainings, use of FDO at no charge
- www.foundationcenter.org

Tip!

- Before you send in a proposal, call the foundation and introduce yourself and your group. Try to speak to one of the grant managers and find out if your project is one they would be interested in. Ask what they are looking for and what their procedures are.
- **Not necessary with PetSmart Charities**

Grant proposals – defining the project’s goal

- Animal welfare foundations – focus on the cats: “TNR will humanely reduce our community’s free-roaming cat population while improving the cats’ quality of life. Fewer kittens, friendly cats adopted, ferals provided long-term care.”
- Non-animal welfare foundations – focus on the people: “TNR will improve the community’s quality of life by humanely reducing the free-roaming cat population. Fewer cats, less nuisance behavior, improved public health.”

Grants: amount requested

- Should be proportionate to your revenue (as shown on your 990 Form and/or financial statements)
- **YES:** Group with \$150,000 revenue requesting grant for \$25,000
- **NO:** Group with \$20,000 revenue requesting grant for \$50,000



Community TNR proposals – the importance of targeting properly

- Propose a project in which the goal of population reduction is attainable with the resources you would get from the grant
- **YES:** Request funds for 250 s/n's in order to TNR a neighborhood in which there are hundreds of free-roaming cats.
- **NO:** Request funds for 250 s/n's in order to perform TNR in three counties with tens of thousands of free-roaming cats

One formula for defining a target:

1. Decide on amount to be requested (e.g., \$10,000)
2. Calculate how many spay/neuters can be done with that amount (e.g., 250 spay/neuters @ \$40 = \$10,000)
3. Pick a target area where 250 spay/neuters would result in a significant portion of the free-roaming cat population being fixed

Describe your methods - be specific!

- **NO:** “we will TNR 250 cats in the Cat Haven neighborhood.”
- **YES:** how you will select the colonies, who will trap, transport, monitor the colonies, track results, etc. Describe protocols for fixing entire colonies, training caretakers and other important processes. *Make it clear you know what you’re doing.*

Propose concrete metrics for measuring results

- **YES:** changes in colony size, lower intake and euthanasia rates at local shelters, fewer complaint calls
- **NO:** “We will TNR 250 cats which will mean 4000 fewer kittens because 1 unspayed female in 7 years can result in 420,000 cats!”

Little things matter

- Read the application instructions carefully and fill out completely
- Provide all requested materials, especially financial
- Meet all deadlines (inc. follow-up reports)
- Add letters of support – from veterinarians, shelter and municipal officials, partner organizations (esp. if they are part of your proposed project)

If at first you don't succeed....

- Applications may be declined for reasons unrelated to the merit of your proposal – too many good proposals, less funding available that cycle, etc.
- Seek feedback on why your proposal was declined and how it could be made stronger
- Some foundations will want to get to know your group before they'll fund it.

Direct Mail

Why?

- Reliable, growing source of revenue
- Unrestricted funds
- Educational value: spread your message further & build support for your mission



Direct mail firms

- Can be best way to go if you have a large enough list of donors & funds to invest
- Careful who you use!!! Avoid the treadmill of only raising enough funds to pay the fees of the direct mail firm
- For recommended firms: www.neighborhoodcats.org (click on "Resources", then "Funding," then "Other.")

Direct mail – types of mailings

- Donor mailings
Solicitations of people who have given to your group in the past
- Acquisition mailings
Solicitations of people who have not donated to your group in the past (prospects) – expect much lower % returns than donor mailings
- *Both are needed to maintain and grow the size of your mailing lists. Sometimes can be combined*

Direct mail – steps

1. Compile mailing list (names & addresses)
2. Prepare materials (package)
3. Provide materials to printer for copying
4. Provide mailing list & materials to a direct mail house for sorting & mailing
5. Log donations & send acknowledgments

Gathering names & addresses

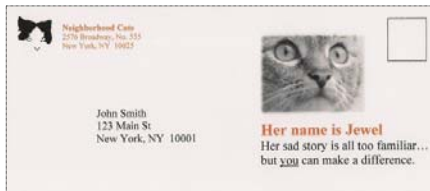
- Collect at all times – events, workshops, donors, website – anyone who expresses an interest in your work
- Cat & dog license holders (if available)
- Other animal welfare organizations' lists (if for sale)
- Professional list brokers (*careful who you use!*)

Direct mail – the package

- Mailing envelope
- Return envelope
 - Appeal letter
 - Donation form

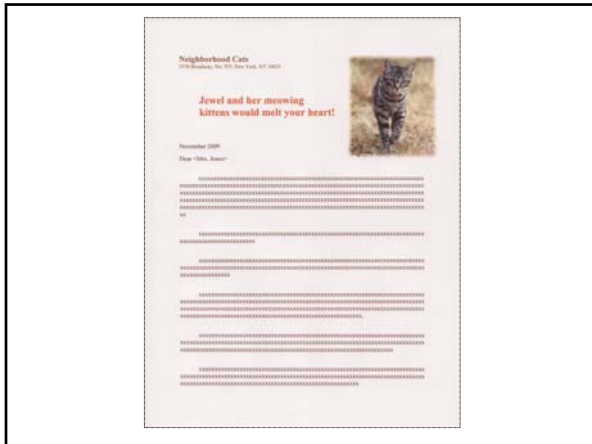
Mailing envelope

- Photo & short text – to quickly create interest in opening



Appeal letter

- 1 or 2 photos (not more – don't clutter)
- Keep it short (1 to 2 pages)
- Letter form: "Dear Mrs. Jones" or "Dear Friend of Homeless Cats" (not a newsletter!!)



The message (appeal letter)

- Tell a story with an emotional appeal
- Don't just recite facts – weave TNR, its benefits and what your group is doing into an example of Trap-Neuter-Return in action.

Boring!!

“We fixed 544 cats in 2008, after fixing 277 in 2007 and found homes for 38 kittens. This prevented 8,455,000 births. We have 16 volunteers who feed 59 colonies.”

“We practice Trap-Neuter-Return, and catch all the cats in the colonies, get them fixed and vaccinated, then return them to their colonies. They guard against new cats coming in and thereby prevent the vacuum effect, a scientifically proven phenomenon in which.....”

Interesting!

“One day one of our dedicated volunteers found Jewel lying in the bushes with her new-born litter of kittens. She could barely lift her head, it was such a struggle to feed her babies. We rescued the little ones and, because they were so young and still tame, found them loving homes. Jewel was feral and too wild to be adopted, so we had her spayed then returned her to her outdoor home where a caretaker makes sure she’s fed and sheltered everyday.”

“Jewel shows how by performing TNR, [OUR GROUP] saves lives. TNR involves fixing all the cats in a colony....”

Donation form (fits in return envelope)

- Suggested donations – check boxes
- Donor name, address, email
- Credit card info
- Request a monthly donation (if you can process credit cards)
- On the back: ask for names/addresses of anyone the donor knows who might also want to help

Neighborhood Cats 2565 Broadway, No.555 NY, NY 10025
I want to support Neighborhood Cats! Enclosed is my tax-deductible check or credit card donation to help the ferals.

Name: _____
Address: _____
City/State/Zip: _____
Email: _____
Tell us your email address and we'll send you our e-newsletter!
Card # _____
Cardholder Name: _____
Expiration Date: _____
Signature: _____

\$25
 \$50
 \$100
 \$250
 OTHER

Thank you!!

I would like to make a monthly donation of \$ _____
Please print my credit card number below.

Front

Help us spread the word!!

**TELL A FRIEND ABOUT
NEIGHBORHOOD CATS!!**


Do you have friends or family who share your concern for cats? Jot down their names and addresses and we'll send them our next **Neighborhood Cats** newsletter. Help give more cats a better chance!

Name _____	Name _____
Address _____ Apt. _____	Address _____ Apt. _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____

Back

Return envelope

- Your group's address
- Not stamped
- Photo or logo



Neighborhood Cats
 2576 Broadway, No. 555
 New York, NY 10025

When the money rolls in.....

- Have a system for tracking donor names, addresses, campaigns & amounts of gifts
- Microsoft Access = simple database
- Send acknowledgments / thank yous
 - \$250 or more:
 - 1. Date
 - 2. Statement "no goods or services received in exchange for gift"
 - 3. Signed by officer



Neighborhood Cats policy:

- \$100 or less = postcard (signed)
- More than \$100 = letter

Special events

Big

- Dinner
- Entertainment
- Celebrities
- Dancing
- Fancy location
- Auction
- Raffle

Requires a lot of time, expertise & up front funding



Small

- Minimum preparation time
- Low up front expense
- Donated space
- Simple but catchy concept (*& you don't have to be a dog group to throw a pool party!*)

Last Splash of Summer
 Saturday, September 12 at 10:00 am | Sandcastle Waterpark
 \$25 Admission

Don't miss Animal Friends' fifth annual Last Splash event—the ultimate canine pool party—on Saturday, September 12! Each year before the pools are drained for the summer, Sandcastle Water Park throws open its gates and, for one day only, opens the wave pool to dogs for Animal Friends' Last Splash of Summer event. Whether your dog fancies a string bikini or prefers to skinny dip, this is a highly-anticipated and fun event for pooches and their people.



Evening at a local bar or restaurant

- Free or low admission
- Raffle & silent auction (donated items from local businesses)
- Sales (baked goods, stuffed toys, buttons, T-shirts)
- *Bar or restaurant keeps or shares drink/food proceeds*



Pet Pictures with Santa Ho-Ho-Ho!

Have your favorite pet take a picture with Santa
**Friday & Saturday
 November 27th & 28th
 11am-3pm
 Atlantic Nursery
 250 Atlantic Ave
 Freeport, NY 11520
 (516) 378-7357**

Freeport Animal Shelter



Psychic Fundraiser for Shelter Dogs

Sunday, Nov 22 1:00p to 3:00p
 at [Governor's Comedy Club and Restaurant](#), Levittown, NY
 Psychic Robert Hansen in special fundraiser, "A Pet's Love Never Ends" for the dogs at the Town of North Hempstead Animal Shelter. Robert will turn his incredible gift of communication to the pets we have loved and lost. Be ready to be amazed. Food and beverages available for purchase. 100% of proceeds raised for the Shelter will be dedicated to the programs for the health and welfare of the dogs at The Town of North Hempstead Shelter.



How do you plan for success?

Here are some tips:

- Create a timeline for your event.
- Pick the right date: Don't compete with other large events; avoid holidays, the last or first week of school, election day, etc.
- Pick a convenient location. Is it easy to get to? Is there plenty of parking?
- Set a financial goal for the event and tell everyone about it.
- Select an inspiring purpose and theme for the event. Tell everyone about that too!

From: "Getting Your Paws on More Money: Overcoming Fundraising Phobia"
 by Bonney Brown (Best Friends)
<http://www.bestfriends.org/nomorehomelesspets/pdf/fundraising.pdf>

Municipal contracts

- Growing number of contracts between municipalities and nonprofits for TNR services
- Samples:
[http://www.neighborhoodcats.org/RESOURCES FORMS](http://www.neighborhoodcats.org/RESOURCES_FORMS)
 - Atlantic Beach: per diem payment
 - Long Beach: spay/neuter payment
- Have an attorney review contract to avoid becoming a quasi-government agency subject to your state's Freedom of Information Act (and public disclosure of your records)

Program service fees

- Similar to adoption fees – help cover some or all of the costs
- Donation per cat / co-pay per cat / donation per project.
- “Suggested” unless you’re unable to afford project otherwise (than make it mandatory)
- Always ask!
- Example: Long Beach Cats (http://www.lbcats.org/Request_Assistance.html)

High volume spay/neuter clinics

- Humane Alliance model means spay/neuter fees = clinic's operating costs (approx. \$35 male, \$50 female)
- Cost structure designed for companion animals, not large quantities of free-roaming cats (e.g., 10 ferals = \$420 total on average)
- Problem is how to take advantage of high volume capacity, yet keep s/n costs down to encourage mass trapping

- **Subsidy fund** through independent fundraising (by clinic, other nonprofits or both)
- **Tiered fee structure #1** (e.g., \$5 more for companion cats = \$15 less for free-roaming if % is 75/25 companion/free-roaming)
- **Tiered fee structure #2:**
 - client is high-income, fee charged is well above break-even but still a substantial discount to region's going s/n rate at private vets
 - client is low income, fee is break-even rate
 - free-roaming cats subsidized by high-income
- **Tiered structure #3**
 - 1 to 2 cats = normal clinic rate
 - 3-5 cats = 25% discount
 - 6 or more cats = 50% discount

Check other fundraising webinars at <https://petsmartcharities.webex.com>