



FieldHaven Feline Rescue

Mission

Educating our community on responsible pet ownership while providing safe haven for cats and kittens in transition to new lives in permanent homes.

Spay Neuter Assistance Program (SNAP) Program Summary – 2007

Background and History: FieldHaven introduced SNAP in early 2005 upon being awarded a grant by the Community Foundation of Lincoln. The purpose of the grant was to use the funds to assist the residents of Lincoln with spaying and neutering of feral and stray cats. Additionally, a key goal is to provide education on the importance of addressing the issue of animal overpopulation. That first year was very successful with 159 cats spayed/neutered through SNAP. We strived to increase the number of community members and animals serviced through SNAP and with the award of a \$10,000 grant from PetSmart and \$5,000 from a Placer County Trust Fund allocated for animal welfare causes we were able to continue and greatly expand the program.

Program Overview and Methodology: FieldHaven provides the funds to spay and neuter cats using Animal Spay and Neuter Clinic in Auburn. As part of the service, cats receive an FVRCP and Rabies vaccine with additional medical care provided on an as-needed basis. Residents are given assistance with the logistics of getting the target animals into the program with the loan of traps and cages while volunteers provide education on trapping and safe handling of the cats. Volunteers also provide transportation to the clinic when necessary. The FieldHaven shelter acts as a triage center where cats can be dropped off for transportation and then picked up for recovery. Assistance with recovery was provided on a space-available basis. We encourage the release of animals back into their familiar environment but when this is not possible we provide education and assistance on relocation to a safe area (usually area ranches and farms).

When an un-owned cat comes through SNAP that is suitable for adoption (not feral) FieldHaven provides resources and assistance for re-homing the cat after spaying/neutering. When space is available we will intake the shelter to be adopted as a FieldHaven cat. If no space is available we provide assistance to the caregiver by posting the cat on the FieldHaven website and providing space at outreach adoption events (eg, PetSmart and Petco).

Community Service in Action: How We Got the Word Out: Because SNAP was already established there was awareness of the program in the community but with our increased funds we wanted to get aggressive about getting the word out to areas that may have not previously heard of us. Our goal was to come up with a marketing campaign that would catch the attention of everyone, not necessarily just “cat people”. We wanted to create awareness in community members and businesses who may have unaltered feral or stray cats in their vicinity that were being ignored simply for lack of knowledge of the availability of assistance.

The concept of our campaign became “*Prevent Teenage Pregnancy*” based on the largely unknown fact that “teenage” kittens can become pregnant at 6 months of age. We developed marketing collateral using this phrase and utilized a number of avenues to saturate the community with the campaign. Following are some examples:

- A Press Release was sent to the local media (see Appendix A)
- Distribution of posters throughout the community (see Appendix B). This poster won a Brain Bank award for marketing at HSUS Animal Care Expo in Dallas, May 2007

**2754 Ironwood Lane ♦ Lincoln, CA 95648
www.fieldhaven.com ♦ 916-434-6022**

- Community outreach through speaking engagements at various venues including Chamber of Commerce functions, Municipal Advisory Councils, etc
- Display ads were placed in the local newspaper
- “Free Spay/Neuter” banners were hung in downtown Lincoln (see Appendix C for photos)
- Outreach information booth at community events (eg, Lincoln Farmer’s Market)
- Coverage of SNAP on the local Fox 40 news
- Website
 - Link on homepage to an ad for SNAP – www.fieldhaven.com
 - Ad links to an informational page about the program with TNR information - <http://www.fieldhaven.com/snap2.htm>
 - Story about a key community project - <http://www.fieldhaven.com/stories/amoruso.htm>
- Coverage in our newsletter - http://www.fieldhaven.com/docs/Fieldhaven_Newsletter_2007_Fall.pdf, http://www.fieldhaven.com/docs/Fieldhaven_Newsletter_2007_Spring.pdf

Results: In 2007 SNAP provided spay/neuter surgery for 447 cats; 275 females and 172 males. Additionally, education was provided by counseling caregivers on the management of stray and feral colonies. Exclusively using Animal Spay and Neuter enabled us to keep our cost to a minimum while still providing the necessary care for each of the cats. Our average per cat cost was approximately \$36.00.

Impact: Based on the accepted formula that each female cat will produce 2.8 surviving kittens in each litter at the rate of 2 litters per year, the SNAP has essentially prevented hundreds of unwanted births. The table below provides statistics on the prevented births over a 3 year timeline. Surviving female kittens are factored into the statistics.

Est. Prevented Births - 2007

Estimated Impact of Prevented Births*			
Female cats	Potential Year 1 Births	Potential Year 2 Births**	Potential Year 3 Births
275	1,540	3,450	7,727
*Assumes each female cat produces 2 litters of 2.8 surviving kittens each year. **Assumes 25% of the kittens become producing females (they aren't spayed, are removed from the colony or die) and 10% of kittens from the previous year survive to sexual maturity, are female and remain part of the colony			

We wanted to be able to demonstrate a tangible impact on the number of homeless cats in our community, and with the assistance of statistics provided by Placer County Animal Services, the animal control agency for our SNAP service area, we realized our hard work was definitely having a positive impact.

Lincoln has been named “California’s faster growing city” and “America’s fastest growing city” several times since 2000. This population explosion set the groundwork for a dramatic increase in homeless pets entering our county shelter, Placer County Animal Services. Thanks, in part to FieldHaven’s SNAP, this expectation did not transpire. The intake of cats at PCAS remained virtually flat through the last 3 years of “hyper-growth” in Lincoln. The below table compares the population growth in the City of Lincoln as compared to the number of cats taken into PCAS from Lincoln. SNAP was introduced in 2005 and that year 209 cats were taken into PCAS, approx 4.7% less than the previous year when the population growth was factored in. In 2007, the estimated impact is 44.4 less cats (approx 80) taken into PCAS since the introduction of SNAP. Over the 3 year period, we estimate a taxpayer savings of over \$60,000 based on a per animal cost of \$374.

Please note that this table does not include all of FieldHaven's service area of Newcastle, Sheridan, non-city limits Lincoln and Wheatland (Yolo County). Intake numbers for those specific areas were not available from PCAS.

Impact on Intakes at PCAS (City of Lincoln only)

Placer County Animal Services Intake History							
Year	PCAS cat intakes from City of Lincoln	Est. Lincoln Population	Cat intake p/1000	% change from previous year	% cumulative change from '04	Est. of animals diverted from PCAS*	Est. cost of diverted animals**
2004	179	27,000	6.63				
2005	209	33,000	6.33	-4.7%	-4.7%	10	\$3,656.89
2006	172	37,000	4.65	-36.2%	-42.6%	73	\$27,412.81
2007	179	39,000	4.59	-1.3%	-44.4%	80	\$29,753.78
Total						163	\$60,823.48

*Calculated based on the 2004 intakes p/1000 population (6.63) assuming the intake p/1000 rate remains static as the population grows.
 **Based on a p/animal cost of \$374 for 2007. Actual cost p/animal may be less for 2005-06

Conclusion: All of us at Fieldhaven are proud of the success of SNAP. Not only are we gaining ground on ending the plight of homeless pets in and around Lincoln but we are providing services that save taxpayer dollars. The community support and appreciation is demonstrated by the numerous letters of gratitude we have received from program recipients. Our thanks to PetSmart Charities and Placer County for making SNAP 2007 possible.

**Here's What They're Saying About FieldHaven's SNAP!
 Letters from Lincoln residents who have benefited from SNAP**

God Bless a service that offers so much help to those who struggle to just make ends meet but have room in their hearts to take in homeless pets and get them spayed or neutered...

Carol Lawson

Just a note to thank Field Haven and SNAP for all the help provided to me last year. You made it possible to rescue three beautiful kittens, have them spayed, neutered, and vaccinated, along with mama cat. Mama cat was returned back to her feral feline community. The kittens are now 1½ years old and still sharing their lives with me in my home. This would not have been possible without your help.

Jan Elliott

With your continued help and concern we can stop the cycle of proliferation and starvation and can provide these cats a better life. I could not do it without your help!

Roz Ridenoure

I am writing this letter to thank Fieldhaven for spaying and neutering several cats that I brought in due to the generous support from SNAP..... Thank you very much to FieldHaven, SNAP and all of those who so generously support these groups with their donations of time and money. Their help is priceless!

Cristie Gade

.....Without their financial help I would not have been able to pay for all of that and there would have been many, many more cats and kittens running around Loomis RV Park with many more on the way..... So thanks to the wonderful help of Fieldhaven, my summer had a "happy ending".

Mary Corn

....we live on a small farm outside of Sheridan. We have many feral cats that visit us, some stay and return often. I understand the importance of having feral cats spayed and neutered. With the help of Field Haven and the much needed funds provided through SNAP we have had many of these feral cats spayed or neutered. This would not have been possible without the funds provided from the SNAP program.

Patti Zwack

I would like to let you know how much I appreciate the help your organization provided to me and my cat Sabrina. Last year I became unemployed after getting a new kitten. I am a firm believer that if everyone would spay or neuter their pets the world would be a better place. I could not afford to pay to have her spayed but saw an article in the local paper that offered free spay and neuter services. Thanks to your organization I was able to have her spayed just in the nick of time (she was in heat at the time of the appointment)

P.S. Sabrina has grown to be a beautiful and loving pet and thanks to your help she will not be adding to the population!

Joyce Salsberry

FieldHaven provides the assistance, education, guidance and support needed in order to alleviate pet over population..... Please give FieldHaven the funds needed to assist the community in protecting our little felines. Thank you so much for your support.

Mike and Karlin Kilburn

I live in the country area on the edge of Lincoln and over the years, I have found several lost and abandoned cats on my property. Fieldhaven has been a great help in catching these animals and getting them the medical care that they needed..... I am grateful the Fieldhaven for their continued service to the Lincoln area and am happy to support them in their fundraising efforts.

Claire Moore

I would like to thank FieldHaven for assisting me this year in having some cats spayed and neutered using SNAP funds. This wonderful service is invaluable to us here in the Lincoln community. I am currently trapping ferals and rely on FieldHaven for assistance in having the cats spayed and neutered. If the SNAP program was not available to me it would substantially limit the trapping I am doing.

Lorraine Davis

Last year, my grandchildren found a mother cat and her four kittens in the back of our garage..... I read about FieldHaven in a local newsletter and called. Fieldhaven provided me with a cage to catch the kittens and their mother. The mother cat, whom I now call Lucy, was easiest to catch. FieldHaven was able to have her spayed for me....I was able to catch the four kittens and Fieldhaven had all of them spayed and neutered..... They are providing a wonderful service for our community

John and Ann Silvernail

Several months ago when our neighbors moved out we were faced with a pregnant mama feral cat along with 2 from her previous litter left behind..... Being allergic to cats and gone much of the time we could not keep them. You saved their lives with your spay and neuter program. The "boys" went to a friend's home and are doing well to this day. You literally brought "mama" kitty back to life when you found her problems treated her

for many parasites. Without your help I don't think these cats would be alive today! We are on a very tight budget and cannot afford animals ourselves much less care for strays in need. I pray that God will supply all that you need to continue the amazing work that you do.

Karen Keene

I wish to express my thanks and appreciation for the opportunity to become part of the Field Haven Family. What a rewarding and educational experience I have had this past year.

Soon after hearing about Field Haven Feline Rescue at a community meeting in Lincoln, I learned we had a feral cat problem in our neighborhood. After receiving my call for help, you supplied me with the necessary trap, cages, carriers and food to start working at solving the problem. With the help of four of my neighbors, we trapped 18 adult cats and 27 kittens. Thanks to your program of adoptions and SNAP, we were able to take care of all of them and they are now in wonderful homes.

Once our neighborhood feral population was under control, I started working on trapping at the near by Sanitary Landfill. So far we have taken in 2 adults and 7 kittens. We could not have been able to save all these kitties without your help. The expense would have been too great for any of us to take on. I look forward to continuing working with all the great people I have met through Field Haven and the precious kitties we have grown to love.

Diane Hilbert

During 2007 I encountered several cats in my neighborhood. They appeared to be either feral or semi-feral. With the assistance of FieldHaven Feline Rescue I was able to trap the cats and have them neutered utilizing the SNAP (spay neuter assistance program). If it was not for this wonderful program and the people who run it, I would have been unable to take care of this situation. These cats would have continued to run in the wild, producing many offspring, adding to the current pet (specifically cats) over population in our area..... It is through financial assistance such as that which FieldHaven is able to offer to our community, that we are able to keep a handle on the pet (cat) population in our area.

Maureen Henderson

Appendix A – Press Release

NEWS RELEASE
FOR IMMEDIATE RELEASE
November 1, 2006

For more information:
Joy Smith
916-434-6022

Prevent Teenage Pregnancy – Spay and Neuter Your Cats

Many people don't realize a 6 month old "teenage" female cat can get pregnant. That means kittens born earlier this year can be having their own kittens by the end of the year. Most of those kittens are unwanted and will go without homes. FieldHaven Feline Rescue and PetSmart Charities are partnering in a campaign to encourage pet owners to spay and neuter their cats to help prevent the spread of homeless cats and kittens.

With SNAP (Spay Neuter Assistance Program) FieldHaven is providing financial assistance to residents of Lincoln and several nearby communities to have their cats spayed and neutered. FieldHaven is focusing on stray and feral cats that are homeless that are being cared for by citizens but will also provide assistance to low income families for their personal cats. The Lincoln-based feline rescue organization will assist with transportation, equipment for trapping and recovering feral cats and guidance on how to address the problem of unfixed neighborhood cats.

SNAP is funded in part by a grant of \$10,000 from PetSmart Charities. Benefits of the program include spaying, neutering and vaccination. Residents of Lincoln, Newcastle, Sheridan and Wheatland qualify for the use of SNAP funds. Animal Spay and Neuter in Auburn will be performing the surgeries. FieldHaven can be reached at 916-434-6022 and Animal Spay and Neuter is at 530-889-8800.

"FieldHaven Feline Rescue's spay/neuter program is a great example of taking the initiative to improve the local community," said Susana Della Maddalena, Executive Director of PetSmart Charities. "Targeted programs like these are the key to successful, low-cost spay/neuter in local communities. Cumulatively, they are making a huge impact on pet overpopulations nationwide."

Prevent Teenage Pregnancy- Spay and Neuter your Cats for Free*



**Winner of
2007 HSUS
Brain Bank
Award for
Innovative
Marketing!**

*Did you know that a
female cat can get
pregnant at 6 months of
age and have 2 – 3 litters
of kittens a year?*

Please do the responsible thing and have your cat spayed or neutered. FieldHaven’s Spay Neuter Assistance Program (SNAP) makes it EASY to be responsible. Spay/neuter is low or no-cost and we’ll even help with transportation to the veterinarian.



**Feline Rescue
and Adoptions**

916.434.6022
www.fieldhaven.com

FieldHaven Feline Rescue is a 501(c)3
non-profit supported by your donations

SNAP program assistance
provided by a grant from:

**PETSMART
Charities**

* while funds are available

Appendix C – Photos



FieldHaven's Spay/Neuter banners were hung in several locations in downtown Lincoln



FieldHaven's volunteers provide transportation to the Animal Spay and Neuter

FieldHaven is a drop off and pick up point for coordination and transport to Animal Spay and Neuter transportation to the Animal Spay and Neuter



Cats and kittens awaiting pickup after their day at Animal Spay and Neuter



A "fixed" cat in recovery

SNAP recipients happy at home!

