

Clayton Clinic Project  
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### Introduction to the Project

People for Animals, Inc. (PFA) has been awarded a contract to provide low-cost spay/neuter and other veterinary services in a brand new facility being constructed by the Gloucester County Freeholders!

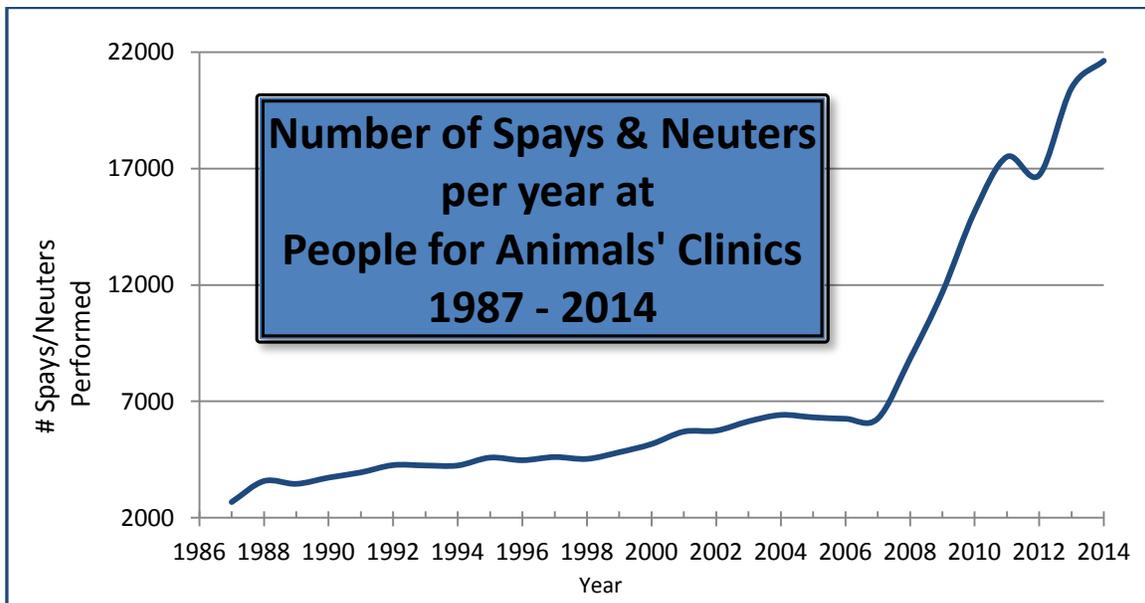
*This opportunity to expand our reach into southern New Jersey represents the final piece of the puzzle that will allow us to serve the entire state!* Our two other clinics, located in Northern NJ (Hillside) and Central NJ (Robbinsville) have already made great strides toward reducing shelter euthanasia. By opening a high-volume high-quality spay/neuter clinic next to the Gloucester County Animal Shelter in Clayton, PFA will at last establish a presence in Southern NJ, making spay/neuter affordable and accessible to the public and developing high impact outreach programs. Along with Mobile Spay/Neuter capabilities made possible by a partnership with another animal welfare organization, we will soon be accessible to every New Jersey pet owner.

### About PFA

Our Mission is to prevent animal suffering through affordable essential healthcare, public policy advocacy, and community programs.

When PFA first opened its doors as a spay/neuter clinic in Hillside in 1985, we knew that the best way to combat companion animal overpopulation was prevention of unwanted and unplanned births. Since that time, we have worked to expand our reach to make high quality, affordable spay/neuter services accessible to every pet owner in New Jersey, regardless of income level and geographic location. And we have watched shelter intake and euthanasia rates fall!

With a new, larger facility and change in management in 2007, PFA began a remarkable growth spurt that continues to this day.



We reached capacity at the Hillside Clinic in 2011, which led to the opening of our second clinic in Robbinsville in 2012. More recently, in May of 2015, we formed a partnership with Passaic County Mobile Spay/Neuter Coalition which allows PFA to use their Mobile Surgical Suite. We are looking forward to taking the mobile unit directly into the hot spots of pet overpopulation in New Jersey very soon.

**Why Southern New Jersey needs PFA**

	Union County	Gloucester County	Clayton Clinic Service Area <small>Atlantic, Burlington, Camden, Cumberland, Gloucester, Ocean, Salem Counties</small>	New Jersey All Counties
<b>Population</b>	543,976	289,586	2,333,912	8,938,175
<b>Pop. Living Below Poverty Level</b>	11.5%	9.8%	13.6%	11.4%
<b>Dog and Cat Shelter Intake (per human 1000)</b>	2,347 (4)	4,769 (16)	13,508 (6)	82,902 (9)
<b>Adoptions</b>	44%	17%	36%	45%
<b>Euthanasia</b>	17%	66%	40%	28%

Source: NJDOH Shelter Intake and Disposition Report 2013; City-Data.com

PFA’s impact is most evident in the Northern NJ areas surrounding the Hillside Clinic in Union County. The effect of our presence is clear. While Gloucester County has half the population of Union County (where PFA has operated a clinic for 30 years), the shelter intake rate is four times higher. We know that shelter intake and euthanasia rates are interdependent, so it is no surprise that euthanasia rates are quadrupled. (Gloucester County has the unfortunate distinction of reporting the highest euthanasia rate in the state.)

Affordable spay/neuter services are currently at least a half hour drive for most Gloucester County residents. In addition, Gloucester County Animal Shelter (GCAS) struggles to neuter pets prior to adoption due to the cost and limited capacity of local veterinarians. With PFA right next door, the shelter will be able to spay and neuter all of their adoptable animals easily, and refer thousands of County residents to our new convenient location.

Through targeted outreach efforts, we aim to see a dramatic decrease in intake of cats and dogs at GCAS in less than five years, which will in turn liberate shelter resources to improve adoption efforts, ultimately eliminating the need to euthanize animals due to space.

**Exciting Opportunities to Make a Difference**

Working with the Gloucester County Freeholders to our mutual benefit will be advantageous in several ways. First, establishing our presence will be assisted and accelerated by the Freeholders, who have a vested interest in the success of the Clayton spay/neuter clinic. Their motivation for building the clinic and entrusting PFA with its operation is to provide an essential resource to their constituency that will improve the quality of life in the county. They are proud of their accomplishment and will be widely promoting the clinic through various channels including press releases, social media, and direct mail.

The Clayton Clinic also presents a novel opportunity for us to work closely with GCAS. Such an intimate working relationship will allow us to experiment with various approaches and measure the impacts on shelter intake more reliably and efficiently. We look forward to sharing our discoveries with the animal welfare industry.

The Clayton clinic will be physically the largest of our clinics at 4,200 square feet and has the potential to outperform our flagship clinic in Hillside once it reaches capacity. At 3,600 square feet, Hillside’s surgical capacity is more than 15,000 animals annually. We estimate the ultimate capacity in Clayton alone to at least equal and possibly surpass that.

Perhaps the most meaningful and exciting opportunity is the chance to work hand in hand with the shelter to promote animal welfare throughout the region, including at the municipal and county level. We look forward to extending our advocacy work to encourage compassionate public policy throughout New Jersey.

### **Not Just Gloucester County**

While GCAS and Gloucester County residents will unquestionably comprise an important portion of the demand for our services, we have our sights set on much, much more. Opening in this particular location will allow us to expand our reach to residents and animal welfare organizations who currently have few options for high volume, low cost spay/neuter services throughout Southern NJ. *The need goes well beyond Gloucester County.*

The percentage of people living in poverty in Southern NJ is as high as 21% in some counties, nearly twice the state average. This section of New Jersey also has a very diverse geography and demographic makeup. From coastal Ocean County where the transient and sometimes youthful natures of seasonal beach residents lead to high rates of cat abandonment, to impoverished rural Salem County where barn cats and farm dogs have never seen a veterinarian, the need for intensive spay/neuter is widespread in the area. Camden County is home to one of the poorest and most dangerous cities in the nation, Camden, with 42% of its citizens living in poverty, falling household income levels, and rising crime rates. Demographics vary widely in short distances in the region from primarily white homeowners, to predominantly minority populations with large Spanish-speaking populations. Fortunately, because PFA grew up in the Newark/Jersey City/NYC suburban area, serving a diverse population is one of our strengths.

PFA's pet transportation service will serve Atlantic, Camden, Salem, Cumberland, and southern Ocean and Burlington counties from the Clayton clinic as well. Recently re-branded the "SpayShuttle," PFA's fleet of transport vans already provide convenient pick-up and drop-off service at scores of locations in Northern and Central NJ, however our reach is restricted by distance. Since we discharge animals the day of surgery, PFA observes a self-imposed 1.5 hour distance limit for our SpayShuttle service, in order to maintain postoperative safety and reduce the physical/emotional stress of transport following surgery. Establishing a home base in Clayton allows us to add dozens more locations in previously inaccessible areas.

### **Demonstrated Success**

PFA's prior experience establishing our two other clinics will be invaluable and is proof of our ability to become financially self-sufficient. The Hillside and Robbinsville facilities are not dependent upon donations or grant income and are capable of operating solely on revenues from services.

In fact, the Hillside facility was able to support the new Robbinsville clinic during the critical first years as we established our presence in Central NJ. Now, after only 3 years, the Robbinsville clinic is expected to achieve financial independence this fiscal year. These two clinic properties are owned by PFA, and so mortgages and construction loans add to overhead costs.

The Clayton clinic presents a novel business model for PFA; one that we believe will strengthen the organization as a whole. We know that the Clayton clinic has the potential to be self-supporting in its first year because of lower overhead costs. PFA will be renting the facility at a very low rate and is completely free from the economic burden of ownership and construction. This is the perfect circumstance to allow immediate success and self-sufficiency.

### **Our Needs**

PFA has the knowledge, experience and expertise to be successful but we need your help to outfit the clinic with furniture, fixtures and medical equipment. Our equipment budget plus 3 months of consumables exceeds \$200,000!

**Please help PFA take advantage of this unique opportunity and make a significant impact in an area that so desperately needs our help.**

Our Newest Facility  
The Clayton Clinic  
Gloucester County, NJ



**Clinic Floor-plan**

