

Pulling back the curtain on who approves where the donor money goes, and why

Before we introduce the present and past SPCATB Board Directors, the following is a review of just some of the donor dollar abuse and agency practices that have been endorsed by their silence and inaction:



SPCATB Spending and Events by the year:

2025:

Commitment of a \$2,500 bronze sponsorship pledge to the Clearwater Bar Association.

Welcome New Sponsor!



Bronze Corporate Sponsor



Animal cruelty citation and guilty plea for allowing Waddles the pig to roast to near death and develop blindness from 10 days in the sun in July. Unable to afford a tarp and burn ointment??

Cynthia Mitchell, DVM (\$176K/year) gone. **CEO Boden** remains undisciplined.

SPCATB submits motion to the court to vacate the animal cruelty guilty plea.

Pet Walk fundraising planners call upon Largo Police Department and hire private security to try and control the presence of approximately 40 protesters calling for the firing of **CEO Martha Boden**.

[SPCA Tampa Bay takes heat over Waddles, a sunburned pig](#)

[Petition demanding CEO resignation](#)

2024:

Total Fundraising Expenses: \$1,542,775 = \$29,669/week = \$4,238/day!
= \$176/hour!!

This is an increase of \$126,080 (9%) over 2023.

CEO salary and compensations \$190,662.

This is an increase of \$16,780 (9.6%) over 2023.

Eight executive administrators' salaries and compensations:
\$1,085,069.

This is an increase of \$110,472 (11.3%) for (7 administrators) from 2023.

[St Petersburg Councilor **Gina Driscoll** is paid \\$42K for "Introductions and Information Sharing" staff training.](#)

Note: Over a 3-year period (2022-2024) **Driscoll** collected \$94,227.

[April 26. **CEO Boden** tries to deny free speech targeting *The New Barker* editor, Anna Cooke at a public park.](#)

June 14-15. **CEO Boden** traveled with staff to Lafayette, Indiana to be a presenter and advocate for the commercial breeding industry. SPCATB had formed a partnership the previous year with commercial breeding industry leader Chris Flemming, owner of Sunshine Puppies.



In October, SPCATB reportedly sold its veterinary clinic for \$4.05M. This could have been a game changer for Pinellas and surrounding County animal welfare had it been purposed for affordable spay neuter services.

2023:

Total Fundraising Expenses: \$1,416,695 = \$27,244/week = \$3,892/day=\$162/hr.

This is an increase of \$99,565 (7.5%) over 2022.

CEO salary and compensations \$173,882.

This is a decrease of \$4,962 (3%) over 2022.

Seven executive administrators' salaries and compensations: \$974,597.

This is an increase of \$61,560 (7%) for 4 administrators from 2022.

A 2023-2024 funding request by the SPCA Tampa Bay for \$750,000 for "shelter campus renovation" was sponsored by Senate Sponsor is Nick DiCeglie. This was tax-payer money and there has been nothing to show for this gift.

St Petersburg Councilor **Gina Driscoll** is paid \$40,539, "Contracted Development Staff for Introductions and Information."

[An Unsavory Partnership? You Decide.](#)

In Pinellas, a shelter's plan to work with puppy industry meets outrage.

"She began working directly with Chris Fleming, the CEO of Pinnacle Pet, who traveled from Missouri to tour SPCA Tampa Bay's facility.

Boden [and a dozen staffers took five trips to visit 18 Midwest breeding operations](#) that supply Pinnacle Pet."

SPCATB withdrew from the Pinellas County spay/neuter voucher program stating that it was a money loser.

2022:

Total Fundraising Expenses: \$1,317,130 = \$25,329/week = \$3,618/day = \$151/hr.

This is an increase of \$294,722 (29%) over 2021.

CEO salary and compensations \$178,844.

This is an increase of \$10,339 (6%) over 2021.

Four executive administrators' salaries and compensations: \$913,037.

This is an increase of \$212,658 (30%) for 4 administrators over 6 in 2021.

St Petersburg Councilor **Gina Driscoll** is paid \$11,688 "Contracted Development Staff for Introductions."

Questions:

- Why are extraordinary fundraising expenses paid with donor money when SPCATB already has in house talent?
- Why do executive salaries and compensation continue to rise?
- Why is a politician receiving consulting fees with donor money?
- Why is the SPCATB funding a bronzed sponsorship to the Clearwater Bar Association?
- Why does the SPCATB not promote low cost spay neuter?
- Was the veterinary clinic sold because the revenue was needed to sustain the enrichment of administrators and contractor colleagues?

Board of Directors

The previous email introduced the 2025 SPCA Tampa Bay Board Officers:

Tina Thomas - Board Chair, **Catherine Mitchell** - past Board Chair, **Trevor Tillwick** – Secretary, **Dr. Julie Kessel** -Treasurer and Finance Committee Chair and **Erica Maxwell** – Governance Chair.

Who are/were the remaining and previous board members who are responsible for the moral bankruptcy of this agency?

Today we expose the remaining 2025 directors whose names were removed from SPCATB website soon after the Waddles story gained local and national attention.

Dick Caldwell, Will Freeman, Naomi Harker, Merissa Lynn, Stephanie Morge, Rachel Menger, Carrie O’Brion, Rhoda Restivo, Julie Rockwell, Stacy Nethercoat, Erin Maloney and Sosha Lohn

Dick Caldwell: Attorney at [Rumberger/Kirk](#).



Merissa Lynn: Director of Communications at [Port Tampa Bay](#).



Stephanie Morge: VP of learning and development at **Power Design** and Vice President of **St Pete Pride**.



Rachel Menger: Licensed mental health counselor at [Tampa Bay Psychology Associates](#).



Carrie O'Brion: Regional Associate Vice Chancellor of Communications and Strategic Initiatives at the [University of South Florida's St. Petersburg campus](#).



Rhoda Restivo: Assistant Vice President OCFO (Office of the Chief Financial Officer) at **Dynasty Financial Partners**, based in St. Petersburg, Florida. She has over 5 years of experience in accounting and financial services across several organizations. Her responsibilities and leadership experience span areas such as financial operations, budgeting, audit support, financial modeling, and strategic process improvements.

Julie Rockwell: She is a Wealth Management Specialist and Financial Advisor at **Raymond James** in the St. Petersburg area and also leads the **Nature Coast Council** under the Community Foundation of Tampa Bay. This role involves philanthropic efforts and community engagement through the Foundation's regional councils.



Stacy Nethercoat: Senior Vice President of **Advanced Solutions.**



Erin Maloney: Communications Director associated with the **Office of the State Attorney for the 13th Judicial Circuit**, which covers the Tampa region.



Sasha Lohn: Labor and law enforcement attorney. Currently serves as the General Counsel and Executive Director of the **Sun Coast Police Benevolent Association (PBA)** and **Sun Coast Law Enforcement Charities**.



As of 10/10/25 the following directors were no longer listed on the website before all were erased: **Erica Maxwell, Naomi Harker, Sosha Lohn, Erin Maloney, Rachel Menger, Stacy Nethercoat, and Catherine Mitchell.**

Some of these individuals have been directors for a number of years. Perhaps it was their time to roll off the board. Others had been on the board only a short while.

Was this mass exodus a result of the shame that Waddles' neglect was bringing to the SPCATB?

The point is this: These directors did NOTHING to hold the administrator accountable for the reckless cruelty to Waddles for suffering in the summer sun without shade or medical attention.

Are the credentials for being a SPCATB Director to make social and political connections and attract donations only? Or does it also include willful blindness?

This acumen of current and past board members should be encouraging, but it is not: Attorneys, wealth management advisors, accountants, mental health providers, health care executives, communication specialists, legal and law enforcement administrators.

Too bad these directors seem to not notice or care that donors are being misled, their dollars misused and abused to increase the wealth of the SPCA administration and associates while service to animals is a fabricated narrative for marketing.

Too bad that these directors' avoidance to take action to address the failed leadership has led to protests, petitions, newspaper articles, negative national attention and local interagency turmoil.

Are these the people you want in your employment, on your board of directors overseeing the disposition of your well-intentioned donation?

Animal welfare is a multimillion-dollar industry. It is easily exploited with clever narratives and marketing. Allowing this to happen is unacceptable.

Thank you for reading our emails. You are an important part of raising the awareness of the corruption at where Pinellas County animal welfare, local politics and law enforcement intersect.

Please join us in asking the tough questions.

Next up, we will take a closer look at the **evidence surrounding Waddle's mistreatment** in preparation for the **SPCA's pre-trial hearing** which is to take place **May 13th, 2026**.

Sources: 990 filings - 2021, 2022, 2023, 2024

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