



*The Pet Rescue Foundation*

## Maddie's<sup>®</sup> Matchmaker Adoptathon

**Dates:** June 12 – 13, 2010

**Participating Organizations:** 43

**Total Funding:** \$904,500

**Animals Adopted:** 1,809

### **FINAL TWO DAY ADOPTION TOTAL: 1,809**

*“It looked like the day after Thanksgiving at Wal-Mart or the mall. People lined up in the parking lot before our 11 A.M. opening. Cars parked into the next block. Utter madness.”*

It was a pet adoption event for the record books: 1,809 shelter dogs and cats in two counties found homes on a single weekend.

Maddie's Fund<sup>®</sup> sponsored Maddie's<sup>®</sup> Matchmaker Adoptathon in memory of the Foundation's namesake, a miniature schnauzer named Maddie, and in honor of the bond she shared with her caregivers, Dave and Cheryl Duffield.

Forty-three animal welfare organizations in 72 locations participated in the ground breaking event, some of them doing as many adoptions in a single day as they normally do in two months. In many instances, adoption activity was 500 percent greater than on an average weekend.

Dogs and cats were free to qualified pet lovers, but Maddie's Fund offered the organizations a \$500 bonus per adoption, adding up to a total outlay for Maddie's Fund of \$904,500. The Maddie's Fund "financial stimulus package" was intended to ease the burdens the recession has placed on so many Bay Area animal welfare agencies.

*“So far today we have adopted 67 cats and 43 dogs! It's nearly 5 o'clock and people are still in line waiting to adopt!”*

In many locations – including municipal shelters – eager adopters sat out front with coffee mugs and camp stools waiting for the doors to open. At one shelter, volunteers passed out cookies to the blocks-long line of people; others created a festive, party atmosphere complete with balloons and popcorn. Many stayed open as long as people were there to adopt.

Excitement grew exponentially over the two days with minute by minute updates of pictures, videos, adoption tallies and comments on the Maddie's<sup>®</sup> Matchmaker Adoptathon website, Facebook page, YouTube, Twitter, and Flickr. The website's Google maps, posted hours and locations for all the groups, and display of pets for adoption played a crucial role in guiding adopters to the various sites

“We created this event in an ambitious effort to empty local animal shelters. We are absolutely thrilled that 1,809 dogs and cats have found their forever homes,” said Dave Duffield, Maddie's Fund founder. “We'd like to recognize the heroic effort of the Contra Costa and Alameda

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County shelters and rescues, and as importantly, the community members that showed up in masses to find their new best friends.”

The dramatic increase in lifesaving and the adoption bonuses were obvious benefits for adoptathon partners, but comments from a follow-up survey revealed positive feelings about a whole lot more:

- Opportunities for collaboration with other local groups; a “community spirit” of all the groups working together; sheer joy of coming together for a single event; the creation of a sense of community with traditional shelters, rescue groups and municipal shelters cheering each other on.
- “The realization that ‘FREE’ was not a scary thing.”
- The ability to educate the public on spay/neuter and responsible pet guardianship.
- More publicity and exposure for the individual groups; more traffic to the shelters; more recognition from the public about the heroic work performed by the shelters and adoption guarantee organizations in Alameda and Contra Costa Counties; more awareness about local shelters; introducing new people to shelter and rescue pets.
- Morale building within individual organizations; teamwork within groups – sense of vision, mission, excitement for the weekend.
- Exposure of “special needs” animals resulting in adoption; placement of seniors and special needs dogs.
- The high volume of adoptions and the extra income allowed groups to bring in more new pets waiting in shelters, especially those in need of medical care; repeat fosters were freed up to take in new pets, thereby saving more lives.

“Maddie’s® Matchmaker Adoptathon shattered a lot of myths about what is possible,” said Maddie’s Fund Board Chairman, Amy Zeifang. “We hope this event inspires others to reach for the stars in their own community.”

*“A huge thank you to Maddie's Fund for organizing this event; it is amazing to think of how many animals have been given a second chance, and how many lives have been saved. You've changed so many animal and people lives in a single weekend.”*



The Pet Rescue Foundation

## Maddie's® Matchmaker Adoptathon By the Numbers

### Adoption Grand Total: 1,809

Total dogs adopted: 614

- Senior dogs (over 7): 44
- Adults: 357
- Puppies: 213

Total cats adopted: 1,195

- Senior cats (over 7): 30
- Adults: 309
- Kittens: 856

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### Adoptions by Organization:

Oakland Animal Services	133
Contra Costa Animal Services	113
H.A.L.O. Homeless Animals' Lifeline Organization	100
Safe Cat Foundation	100
Great Kitty & Doggy Rescue of Rescue Alliance	82
East Bay SPCA	81
Feral Cat Foundation	80
Antioch Animal Shelter	74
Tri-Valley Animal Rescue	70
Sunshine Rescue Group	69
East Bay Animal Rescue and Refuge	59
Valley Humane Society	56
Purrfect Cat Rescue	55
HARP (Homeless Animals Response Program)	52
Hopalong Animal Rescue	47
Paws and Tails Rescue	47
Tony La Russa's Animal Rescue Foundation	46
Community Concern for Cats	42
Friends of the Fairmont Animal Shelter	39
Home At Last Animal Rescue	36
Berkeley-East Bay Humane Society	33
Maine Coon Adoptions	33
Hayward Animal Services	32
Alameda Animal Shelter	31
Contra Costa SPCA	30
Fremont Animal Services	30
Hayflakes Sanctuary	30

Big Dawgs Rescue	28
Paw Printz Pitbull Rescue	25
Berkeley Animal Care Services	22
Wren Yorkie Rescue	22
Furry Friends	21
Contra Costa Humane Society	16
German Shepherd Rescue of Northern California	15
Golden State German Shepherd Rescue	13
Outcast Cat Help	10
White Kitty Foundation	9
Biff & Bark Foundation	8
Pets and Pals	8
Island Cat Resources and Adoption	6
PROS Pug Rescue Bay to the Borders	4
German Shorthaired Pointer Rescue	1
Pomeranian Rescue Group	1



The Pet Rescue Foundation

## Maddie's<sup>®</sup> Matchmaker Adoptathon Keys to Success

*“Never in my wildest dreams did I think the adoptathon could be such a huge success. We had 27 cat adoptions and 8 dog adoptions on our first day. I’m grinning from ear to ear and still shaking my head.”* Jane Buyny, HARP

*“This has been the most successful event we’ve ever had in the eight years I’ve been here.”*  
Megan Webb, Executive Director, Oakland Animal Services

The keys to the adoptathon’s success were fivefold:

1. The outstanding publicity generated by the PR team.
2. The “Free Adoption” hook.
3. Individual shelter and rescue promotion.
4. Store partnerships at Petco, PetSmart, Pet Food Express and other small businesses. Many store managers were happy to help the groups with in-store promotion and/or provide extra space for the event. All were extremely pleased with the influx of new customers.
5. The extra effort the groups invested to increase adoptions, pull in extra volunteers to ensure good customer service and dress up facilities to make the event fun and exciting for adopters.

At least 25% of the partners added days, hours or sites to radically increase their adoptions. A few examples:

- Not usually open on Sunday, Fremont Animal Services put a van in their parking lot on Sunday, June 13 to boost adoptions.
- Normally open only two Saturdays a month, Antioch Animal Shelter opened both Saturday and Sunday at three locations. Hours were extended at all locations.
- One rescue increased their sites from two to five; another added 7 hours (open from 9 am to 9 pm) and an additional Sunday site.

***Normal weekend adoptions for many groups were up by 500%.***

*“Thank you for supporting all 43 organizations. You helped Valley Humane Society adopt out 36 animals today – that’s about 2 months worth of adoptions in one day! Such an amazing program!”*

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# Maddie's® Matchmaker Adoptathon

## SHATTERING MYTHS

- **PEOPLE WON'T ADOPT OLDER PETS**



**74 pets over age 7 adopted**

“Because one of our key missions is to find homes for older and special needs cats, we're particularly thrilled for the harder to adopt kitties that went home during the Adoptathon.”



# Maddie's® Matchmaker Adoptathon SHATTERING MYTHS

## • TOO MANY PETS, NOT ENOUGH HOMES



“It looked like the day after Thanksgiving at Wal-Mart or the mall. People lined up in the parking lot before our 11 A.M. opening. Cars parked into the next block. Utter madness.”

“So far today we have adopted 67 cats and 43 dogs! It’s nearly 5 p.m. and people are still waiting in line to adopt.”



# Maddie's® Matchmaker Adoptathon

## SHATTERING MYTHS

- **FREE = POOR QUALITY ADOPTIONS**

“We were amazed and overwhelmed at how many *very* qualified adopters lined up to meet our kittens.”

“From the counties-wide adoption figures I’ve seen so far, your idea was one of the best that’s come along in a very long time and the question of finding qualified homes when waiving the adoption fee is now moot.”

“We were so impressed with the quality of people who came to adopt.”

“Free is no longer a scary thing.”



# Maddie's<sup>®</sup> Matchmaker Adoptathon SHATTERING MYTHS

- **WE CAN'T ADOPT OUR WAY OUT OF THE PROBLEM**



“I was told ALL of the dogs in Martinez found homes today. Every last one. Even though they closed at 5:00, I was still waiting in line until after 5:30 to get my adoption processed. I adopted their LAST K-9.”

**1,809 adoptions in 2 days in 2 counties**





*The Pet Rescue Foundation*

## **Maddie's<sup>®</sup> Matchmaker Adoptathon Shelter and Rescue Promotion**

In addition to promoting the event on their websites, more than half of the shelters and rescue groups used other methods to promote the adoptathon in their local area. Partners made liberal use of the free materials provided by Maddie's Fund (64 sidewalk boards and 50 banners were distributed).

The customizable flyers proved to be particularly versatile. Groups posted them at vet offices and other local businesses, used them as bag stuffers at PETCO, put them at PetSmart cash registers, gave them to corporations to hand out, posted them on staff bulletin boards and at schools and churches, and passed them out weeks in advance at their adoption sites.

Organizations utilized Facebook and Twitter; sent e-mail blasts to friends, volunteers and members; used their Pet of the Week spots as a platform and contacted local press (calendar listings, radio PSAs, TV). One municipal agency conducted a public notification in the city through a neighborhood watch program. All urged their supporters to spread the word.

One animal lover conducted a one woman crusade to promote the event. She took it upon herself to make modified flyers and little cards and hand carry them to dog parks, pet shops, and local businesses in both counties. She came up with a whole host of additional ideas for generating support and interest. Her letter to Maddie's Fund describing her activities is a wonderful "how to" guide and a model of what one person can do to make a difference.



*The Pet Rescue Foundation*

## Passing the Word

*Katherine Boswell*

June 2010

*Concerned that Maddie's<sup>®</sup> Matchmaker Adoptathon wasn't getting the publicity it deserved, Katherine Boswell went on a one-woman crusade to do something about it. Here is her letter to Maddie's Fund explaining how she took the initiative to spread the word.*

I hope Maddie's Adoptathon was the fabulous success it certainly deserved to be. I was so excited when I learned about your wonderfully generous offer to all the East Bay shelter and many rescues, and as I talked with others about it, I was horrified to find out that few people seemed to have heard about it! I called Maddie's Fund and was told that they had done PSAs and it was in all the newspapers, but as I talked with many people about the adoptathon, very few had read or heard about it. So I went about passing the word, and I'm writing you about ideas either I had or others suggested for publicizing future similar events.

I was so taken by the magnitude of Maddie's Adoptathon that I did what I could personally for a couple of weeks before the event to help publicize it by taking around a modified version of the poster you had on your website and a geographical list of the organizations taking part (both enclosed). The latter was a one page item (one side for each county) so it could go on bulletin boards with the poster, each organization listed by city (Alameda County going south, Contra Costa County going east, because that's generally how we think in the East Bay), with each line including days (red if only 1 day), hours, organization, address, and noted if specific to dogs or cats. I took these to places in both counties – dog parks, pet shops, Starbucks, shopping areas (like Solano Avenue or the Niles antique shops), veterinarians, etc. (I made it clear, btw, that I was just a private individual, not with Maddie's Fund or, for that matter, with *any* of the organizations involved – I volunteer with two shelters, but neither is in Alameda or Contra Costa County.)

I also made up little cards (also enclosed, simple to make with an inexpensive business card program) with the pertinent information – date, sponsor, free-to-adopter, \$500 to organization, and the adoptathon web address for the partner list (having your web address on something they could take home was much appreciated – then they could deal with the details at their leisure). I must have handed out hundreds of these, always giving several and asking people to spread the word. Almost everyone was very supportive of the idea and surprised they hadn't heard about it before.

My experience in talking with many people was that *they really appreciated knowing that the event so huge* – all the shelters and so many rescue groups, as well as Maddie's Fund's contribution of \$500/animal which could go up to \$500,000. It emphasized the magnitude of the event, not just a "free kittens this weekend at this location" kind of thing. Half a million dollars really spoke to people, and they listened a little better and were more willing to help spread the word! So I modified your poster to reflect this (hope you don't mind!). I'm sure the individual

partners were spreading the word, but they generally only mentioned *their* groups, which did not get the word out about the magnitude of this fabulous adoption event.

So here are some ideas that I and others came up with:

- **Bay Woof** – all the dog people agreed that this THE best source of local dog information! A full-page ad in the June issue was suggested, and this month the Bay Woof Special Report was on “Shelter Survival: How local agencies are coping with the economic crisis,” which would have also been a great article to have Maddie’s Adoptathon mentioned in. And of course an item in their monthly calendar.
- **Facebook** – not just your own page (which at last count had 473 friends – not bad!), but enlisting others (middle and high school classes, girl scout troops, athletics teams, Boys & Girls Clubs, Friends of the XYZ Shelter, etc.) to put it on theirs a bit in advance of the event so people have a chance to think about it, look at the animals on Petfinder and Pet Harbor, and of course spread the word to others. Also **Twitter** and anything else of a similar, social-networking nature.
- **Local cat, dog, or rescue-oriented list-servers** where members would post info about the adoptathon (and would ask their members to post to their connections, etc.)
- **Local, free newspapers** – several people mentioned this – papers like the Tri-Valley Voice in Fremont, whose editor would have been very supportive. These little papers have, in the aggregate, a much greater circulation than regular newspapers and tend to be more supportive of community events like the adoptathon.
- **Person-to-person spreading the word** – this was *extremely* useful. Most labor-intensive, so would involve Maddie’s Fund enlisting groups of people rather doing the person-to-person yourselves. But people really responded when you spoke personally with them, explained about Maddie’s Fund and the adoptathon, the magnitude of the event, and then asked them to help spread the word. While many people were enthusiastic and wanted to help out, two groups I found were especially responsive in wanting to help spread the word were older women and teenage girls. So any way to enlist these folks to publicize could be especially fruitful.
- **Craigslist** – daily for the week before, then several times on the day before the event, always mentioning the huge size of the event (all over the two counties, free to adopter, \$500/animal up to \$500,000, Maddie’s Adoptathon web address for locations).
- **Paid radio spots**, not just PSAs – perhaps connected to *traffic reports* (e.g. KQED – a lot of organizations seem to publicize this way, so it must not be too expensive).
- **Speaking personally with chain pet store management** – when I spoke with the receptionist at Maddie’s Fund, she had mentioned that Pet Food Express was very supportive, but when I happened upon a Regional Manager when I was talking about it at one Pet Food Express, she had only vaguely heard about it, didn’t know exactly what they were going to be doing to publicize, etc. Another Pet Food Express manager didn’t know about it at all but was going to call corporate and see what they were planning to do, and this was just a few days before the event. So perhaps a more personal touch with those at the management or corporate level might be warranted.

- **Rotary/Merchants' Associations, etc.** – offer speakers to their meetings, maybe a month or two in advance of the event, handing out many posters and fistful of little cards to each attendee. This will help get signs in store windows and merchants really on board.
- **Starbucks, Peets,** and similar gathering spots – posting on bulletin boards as well as talking with people.

These are just some ideas that I and others came up with, but I hope when you do a Maddie's Adoptathon again, you will consider adding these to your publicity armamentarium.

Thank you for taking the time to read this – I just had to follow up after all I learned from others while going around spreading the word about the adoptathon – and most of all, thank you Maddie's Fund for your fabulous generosity to the Alameda and Contra Costa County shelters and rescue groups. I know hundreds of lives were saved and enriched this weekend, thanks to you. "Thank you" seems so inadequate for all the good you're doing, but Thank you, Thank you, Thank you!!



*The Pet Rescue Foundation*

## **Maddie's<sup>®</sup> Matchmaker Adoptathon Publicity**

### Television, Print, and Radio Recap

- **Bay Area News Group:** This story ran on 6 covers, 1 page 3.
- **Gary Bogue:** 2 Columns
- **CBS 5**
- **KRON 4:** Ran photos & shelter locations of 4 pets available for adoption on Saturday's morning show.
- **KGO Radio Website Story:** This story was picked up by the AP and also hit the Sacramento Bee & other area newspapers.
- **KGO Radio:** This aired on May 29.
- **Examiner**
- **Bay Area News Group**
- **Oakland Tribune**
- **Pleasanton Weekly**
- **BARK Magazine**
- **Event calendar submissions:** CBS5, KGO (ABC), Oakland Tribune, Contra Costa Times, The Argus, Alameda Times Star, Daily Review, Tri Valley Herald, SF Chronicle, Pleasanton Weekly, Diablo Magazine, Danville Weekly, The Valley Sentinel, BARK Magazine, KGO Newstalk 810, KFOG, and Alice 97.3
- **KGO/7**
- **KGO/7 Website Story**
- **Pet Connection**
- **KTVU Community Affairs Program**
- **The Oakland Local**
- **Oakland Tribune**
- **Alameda Sun**
- **Alameda Times-Star**
- **KNTV**
- **The Independent News:** Cover story.
- **KTVU:** Visited Oakland Animal Services on Saturday, June 12.
- **Gary Bogue, Pets and Wildlife Blog**
- **California.bestfriends.org**
- **KPIX**
- **Examiner**
- **Dog News Examiner**

## Maddie's Matchmaker Adoptathon Website

The Maddie's<sup>®</sup> Matchmaker Adoptathon website launched in early May. The website's Google maps posted hours and locations for all the groups, and display of pets for adoption played a crucial role in guiding adopters to the various sites. Overall, the site generated 10,611 visits and 29,836 pageviews. Visitors peaked on June 12 with a total of 1,641.

## Social Media

Maddie's Fund used Facebook, Youtube, Flickr and Twitter to generate buzz and excitement for the event. Facebook generated 578 "friends" plus hundreds of posts and thousands of comments.



*The Pet Rescue Foundation*

## **Maddie's<sup>®</sup> Matchmaker Adoptathon Timeline**

*“What would it take to empty the shelters along the 680 corridor as a way to honor Maddie”?*  
Maddie's Fund Board Member, Mike Duffield

**December 4, 2009** The Maddie's Fund Board of Directors votes to move forward with Mike Duffield's adoptathon idea.

**March 15, 2010** A volunteer PR team assembled by Board Chairman Amy Zeifang meets with Maddie's Fund to rough out event parameters.

**April 14, 2010** All animal welfare organizations in Contra Costa and Alameda Counties are invited to a luncheon at Tony La Russa's Animal Rescue Foundation to determine interest in participating in an adoptathon. The 53 representatives from 38 agencies in attendance warmly embrace the idea and select a date.

**April 24, 2010** The PR team chooses a name for the event, drafts a press release and PR plan and reaches out to a graphic designer to create a logo and graphics.

**May 1 – May 15, 2010** Maddie's Fund creates a micro-website, launches a Facebook page, creates an adoption certificate, adoption form, banners, sidewalk boards, and flyers for each group to customize with their own information. Maddie's Fund produces the first of several email newsletters to provide updates to participating partners and keep everyone on the same page. The PR team reaches out to local media.

**May 19 – 20, 2010** Sixty-four free sidewalk boards and 50 banners delivered to participating groups.

**May 29, 2010** The Bay Area News Group (Mercury News, Contra Costa Times and 12 additional newspapers) breaks the story, thanks to the urging of pet and wildlife columnist, Gary Bogue. Gary follows up with coverage in his own column. The story is picked up by the Associated Press.

**June 12 – 13, 2010** Groups report adoption statistics on the Facebook page and directly to Maddie's Fund. Adopted 1,809 dogs and cats.

**June 14, 2010** The Bay Area News Group is the first to report adoptathon results (see the entire list of Maddie's<sup>®</sup> Matchmaker Adoptathon publicity).

**June 24, 2010** Celebration lunch for adoptathon participants.



*The Pet Rescue Foundation*

## Maddie's<sup>®</sup> Matchmaker Adoptathon Thank You Wall

Here are sample "thank yous" that arrived by e-mail, Facebook and letter.

### E-mails

I'm so overwhelmed that I cannot even speak. Thank you so very much. Maddie, what a way to show the world that you were loved and wanted—all we could want for all of our sweet animals.

*Dee Petersen*

*Great Kitty (and Doggy) Rescue*

We went home empty handed but our hearts were full of JOY, every pet found a new forever home. Thank you Maddie's Fund, for your support. This event was awesome.

*Terry, Linda, Gwen and Kim*

*Paws and Tails Animal Rescue*

Thank you! Thank you! Thank you! I don't remember when we had so much space all at once at the shelter! This will mean that we will have lots of room for the many animals that will be coming in for our help each day!

*Megan Webb, Director*

*Oakland Animal Services*

We were amazed and a bit overwhelmed today at how many "very" qualified adopters lined up to meet our kittens. I can't even find the words to tell you how excited we are: we're ecstatic.

We have NEVER before had such a successful adoptathon. It will all take a few days to sink in.

*Dolores McDonnell, Director*

*Sunshine Rescue Group*

We're really happy campers! Thanks so much to Maddie's Fund.

*Chrissy Wilberg*

*Contra Costa Humane Society*

### Facebook

I'm a volunteer at Hayward Animal Shelter it was such a positive and uplifting weekend! Thanks for making it all possible.

*Evelyn Burden*

On Behalf of Homeless Animals Lifeline Organization (H.A.L.O.) in East Contra Costa County we would like to say "thank you" to Maddie's Fund and thank you to all of our volunteers and everyone that came out and adopted an animal this weekend – 62 dogs and 38 cats got new homes!

*Gigi Graham Boss*

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Hopalong and Second Chance Animal Rescue adopted out all available dogs at Sunday's mobile event in Berkeley. We're so happy to be part of this historic event!

*Jerri Meacham*

Thanks to Maddie's Pet Adoptathon, EBARR – East Bay Animal Rescue & Refuge – adopted out 33 dogs and 26 cats – 59 total animals!!

*EBARR - East Bay Animal Rescue & Refuge*

I'm crying like a little girl I'm so happy to read about all the adoptions. Keep up the great work Maddie!!!

*Robyn Miller*

A big THANK YOU to Maddie's Fund for helping so many of my babies find their forever homes. I imagine there are many, many families being entertained thru out the Bay Area by their newest feline or canine family member. There is a lot of love in the air tonight thanks to Maddie's Fund.

*Trevor Graham*

I'm sure there are a lot of tired shelter staff and volunteers today. But it is a good tired, knowing what was accomplished for our animal friends this weekend.

*Sharon Crompton*

Thank you Maddie's Fund! It was a wonderful weekend working for Maine Coon Adoptions in Oakland. We brought home a kitty as well!

*Jennifer Hast*

Alameda Animal Shelter adopted out 25 homeless animals. 4 dogs, 6 cats and 15 kittens. Thanks to Maddie's Fund for all their support. Thanks to all the folks who came out to find a new best friend.

*Tina Aedo*

Thanks so much, Maddie's Fund, this weekend was like a dream. I think at Oakland Animal Services we adopted another 35ish animals today, for a total of around 130 animals. Amazing!

*Amy Hirschkron*

Thank you Maddie's Fund....Tri City Animal Shelter thanks you for planning such an awesome event. It was a huge success!!

*Yvette Swenson-Peetz*

It was great fun for all. I have never done so much showing of cats, dogs, and photographing all in the same day. It was such an experience! So many new pet owners and happy pets that found new homes! Thumbs up and pat on the back to Maddie's Fund! Thanks for everyone's support!

*Marilyn Low*

What an absolutely FABULOUS weekend! It was such a rewarding experience to see how everyone came together to help so many kittens, cats, puppies and dogs find new homes. Thank you Maddie's Fund for sponsoring the Adoptathon.

*Mary Jensen*

Contra Costa Animal Services adopted over 110 pets at yesterday's adoptathon!! ALL available dogs got adopted from their Martinez shelter! Good luck everyone with day two!

*Cindy Smith*

Golden State German Shepherd Rescue did 5 adoptions yesterday, 3 more pending today. Over 90% of the people who came to see us said they were there because of Maddie's adoptathon, so thank you for this wonderful opportunity and introducing new people to animal rescue.

*Mike Murray*

I just wanted to say that we adopted "Bruser" (a 4 year old Chihuahua mix) yesterday from PetSmart in Pittsburg. This is a wonderful way for you guys to partner homes with these animals. A lot of people can't normally afford the cost to adopt these animals but have a loving home to offer them. I hope that everyone comes to check these animals out and that everyone finds an animal that they will love for a long time.

*Julene Wallace Jefferson*

Thank you Dave & Cheryl Duffield for making this possible, your generosity and love is amazing. And thank you Maddie for inspiring such love! God bless you all!

*Andrew Roberts*

Maddie's Fund - THANK YOU. Tri-Valley Animal rescue has never had a day like today. 57 adoptions in one day alone. This would not be possible without you, and this great promotion you have allowed us to be part of. We are dancing in the streets tonight, and still have tomorrow to see who we can adopt out. Thank you thank you thank you - from us, and from all the cats & dogs we have placed in forever homes today. Now let's see what tomorrow brings! Woohooo!!!

*Susie*

Thank you for supporting all 43 organizations today. You helped Valley Humane Society adopt out 36 animals today- that's about 2 months worth of adoptions in 1 day! Such an amazing program!!

*Melissa Bonnel*

Hayward Animal Services adopted a total of 18 loveable furry kids into new homes today. 10 cats/kittens and 8 dogs. We still have lots more hoping to find their purrfect matches tomorrow!!! What a wonderful day!

*Jennie Ortiz*

I was told ALL of the dogs in Martinez found homes today. Every last one. Even though they closed at 5:00, I was still waiting in line until after 5:30 to get my adoption processed. I adopted their LAST K-9.

*Eric Kuntz*

When I left at about 4:00, the Oakland Animal Shelter had over 70 adoptions! It's so wonderful and many, many thanks to Maddie's!

*Jamie Gold*

It looked like the day after Thanksgiving at WalMart or the Mall. People lined up in the parking lot before our 11 A.M. opening. Cars parked into the next block. Utter madness.

*Sharon Crompton*

Thank you so much for doing this! Your adoptathon is the reason that pushed me over the edge in doing my adoption THIS weekend. :)

*Erin Ulrich*

This has been an amazing day! I have been locked in my office doing interviews and processing adoptions! Right now one of our cats "Jenny" who had to have all of her teeth removed, yikes, for medical reasons is being adopted. She is such a great cat!! Well worth the dental!

*Natalie Giordano*

I am soooo happy. What a wonderful turnout. Many request for you to do it again and I must agree. With results like this, I hope there will be more events like this in the future. Thank you.

*Laurie Costa*

### Letters

*Dear Dave and Cheryl,*

*Just a simple but heartfelt Thank You seems so inadequate for what you folks (and your team) have pulled off! Cleaning out our shelters.*

*As a fourteen year veteran with my local Hayward Animal Shelter I have never participated in an adoption event of this magnitude before—all of the staff and volunteers were positively giddy with excitement. One of our sweetest adoptions was a six year old black cat whose time was overdue—the family saw Boo Boo and were literally head over heels in love with him; many of us were driven to tears when he left the shelter (already neutered).*

*The \$500 you are giving us was the cherry on the cake. For all of us, though, was the prize in seeing our sweet animals find loving homes.*

*God Bless each of you and your entire team for the wonderful event you put on for our animals and their new families.....I owe you some monkey bread!*

*Thanks so much,  
Jennie Combs*

Dear Adoptathon Staff,

Here's the short version of this letter - YOU TOTALLY ROCK!

Now for the details. The kitties of Maine Coon Adoptions are so grateful to Maddie's Fund for its brilliant idea and wonderful work on the Matchmaker Adoptathon. We've never seen a fundraiser that accomplished more for adoptable animals - an incredible number of cats and dogs went home, which opened up space in shelters and rescue group foster homes to take in more animals - plus participants received money to help with future rescues. A perfect trio! We ended up sending 32 cats home from six different Adoptathon sites in Oakland, Berkeley and El Sobrante. That was almost, but not quite, all of the adoptable cats we had. We are excited about every single one of the adoptions, but because one of our key missions is to find homes for older and special needs cats, we're particularly thrilled for the harder to adopt kitties that went home.

Here are some of the older and special needs kitties your hard work helped this weekend. And these kitties didn't just get adopted, they went home to the families that were right for them.

King (8-10 year-old male)

Missy (9-year-old female)

Mr. Mittens (lost one eye)

Bradley (FIV+)

We never knew being exhausted could feel so good. Again, the kitties you helped save and those your donation will help save in the future can't thank you enough.

Warmest regards,

Elaine Lyford·Nojima  
Director,  
Maine Coon Adoptions  
PET Rescue