

Maddie's[®] Pet Rescue Project in Alachua County Project Year Eight Annual Report

The Maddie's[®] Pet Rescue Project in Alachua County is pleased to submit this report summarizing program activities, achievements and lessons learned during Project Year Eight.

Background

Maddie's[®] Pet Rescue Project in Alachua County is a community collaborative effort to end the killing of healthy shelter dogs and cats in the city of Gainesville and the surrounding rural communities of Alachua County, Florida by July 1, 2006, and treatable pets by July 1, 2014.

In June 2002, Maddie's Fund[®] awarded a Year One grant to the Alachua County Humane Society as lead agency for the project to support activities designed to increase adoptions, increase spays and neuters, and reduce euthanasia in Alachua County. The spay/neuter component of the project was dropped in January 2002 and taken over by the Alachua County VMA. All adoption and euthanasia goals for Years One and Two were achieved or exceeded. In Years Three and Four the partners began to struggle with the increasingly high adoption goals of the project, but exceeded reduction of euthanasia goals by a significant margin. In Project Year Five, the partners were successful in achieving and maintaining zero healthy deaths throughout the year. Reduction of overall euthanasia also exceeded goals for the year. During Project Year Six, the partners dealt with a distemper outbreak, leadership turnover and overcrowding issues, resulting in a temporary loss of Zero Healthy Death status. In Year Seven, the partners once again achieved zero healthy deaths while expanding their lifesaving targets to increase the number of treatable pets saved.

The participating organizations in the Alachua project are:

Alachua County Humane Society (ACHS): lead agency; adoption guarantee agency

Gainesville Pet Rescue (GPR): adoption guarantee agency

Puppy Hill Farm (PHF): adoption guarantee agency

Haile's Angels Pet Rescue (HAPR): adoption guarantee agency

Helping Hands Pet Rescue (HHPR): adoption guarantee agency

Our partner in the project is **Alachua County Animal Services (ACAS)**, a traditional open-intake animal control agency and shelter.

The goals for Year Eight of Maddie's[®] Pet Rescue Project in Alachua County were:

Goal 1: Increase the number of dogs and cats adopted from the Participating Organizations by at least 4,745 over the baseline of 692, to achieve a total of at least 5,437 Participating Organization adoptions for Project Year Eight.

Goal 2: Increase the total number of dogs and cats adopted from the Participating Organizations plus the Alachua County Animal Services by at least 4,745 over the baseline of 2,551, to achieve a total of at least 7,296 adoptions for Project Year Eight.

Goal 3: Decrease the number of healthy dogs and cats euthanized by Alachua County Animal Services and the Participating Organizations by at least 2,219 below the baseline of 2,219 to maintain the Adoption Guarantee for all healthy pets in Project Year Eight.

Goal 4: Decrease the number of treatable dogs and cats euthanized by Alachua County Animal Services by at least 2,574 below the baseline of 4,714 to achieve a one-year total of not more than 2,140 treatable deaths for Project Year Eight.

Goal 5: Decrease the number of total dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least 4,793 below the baseline of 8,063 to achieve a one-year total of not more than 3,270 deaths for Project Year Eight.

Year Eight Results Summary

	Baseline (2000)	Year 8 (2009/2009)	% Change
Intake at Adoption Guarantee Organizations (Shelter transfers)	338	1,949	+ 477%
Intake at Adoption Guarantee Organizations (From public)	353	1,399	+ 297%
Intake At ACAS	11,034	7,226	- 34%
Total public intake (to ACAS and Adoption Guarantee Orgs)	11,387	8,625	-24%
Adoptions at Adoption Guarantee Organizations	692	3,264	+ 372 %
Total Adoptions	2,551	4,038	+ 58%
Euthanasia of Healthy Pets	2,219	1	- 99.99% from baseline
Total Euthanasia	8,063	3,721	- 54%

Zero Healthy Deaths Initiative

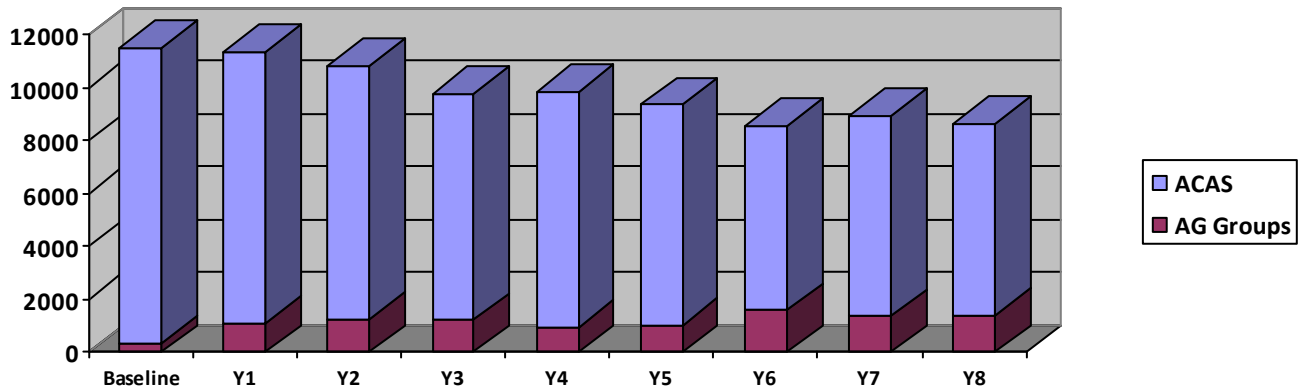
Implementing lessons learned during Project Years Six and Seven, Maddie's[®] Project in Alachua County successfully maintained zero healthy deaths throughout Project Year Eight. The partners maintained constant communication with Alachua County Animal Services and each other to ensure that pets in imminent danger of euthanasia were moved out of the shelter. The project's lead agency, Alachua County Humane Society, worked closely with the other rescue organizations and recruited additional community partners to find foster space or temporary shelter for transferred pets until the project partners could make room for these emergency cases. Animal Services staff sent email reports each evening with details about animals on the following day's euthanasia list; the project partners would often spend evenings negotiating space and making arrangements to pick up the healthy animals at ACAS as soon as they opened the next day.

One healthy dog, a pit bull mix, was euthanized in late June 2010 during the very last days of Project Year Eight.

Statistical Analysis

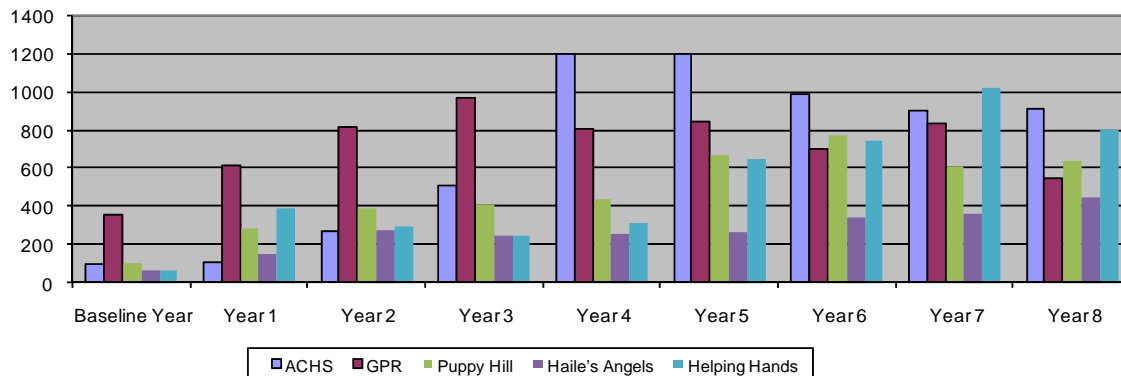
Public Intakes: Public intakes at Alachua County Animal Services dropped 35% as compared to the baseline year, and were down 4.3 % as compared to Project Year Seven. There were 329 fewer cats and dogs taken in at ACAS in Year Eight than in Year Seven. Public intakes at Adoption Guarantee groups also showed a year-over-year decrease, with the result that Year Eight overall public intakes were down 3% as compared to Year Seven.

Public Intakes in Alachua County



Adoption Guarantee Group Intakes: Overall intake at the adoption guarantee organizations (public intake plus shelter transfers) also decreased 10.5% as compared to Year Seven, but was up 384% against the baseline year. Among the individual rescue organizations, as compared to Project Year Seven, intakes stayed almost flat at Alachua County Humane Society (909 as compared to 900 in Year Seven), but plunged 35% at Gainesville Pet Rescue as GPR struggled with the loss of foster homes due to the poor economy. Intakes increased at the remaining partner organizations: up 5% at Puppy Hill Farm; 22% at Helping Hands and an impressive 24% at our smallest partner, Haile’s Angels.

Intake Trends at Adoption Guarantee Agencies

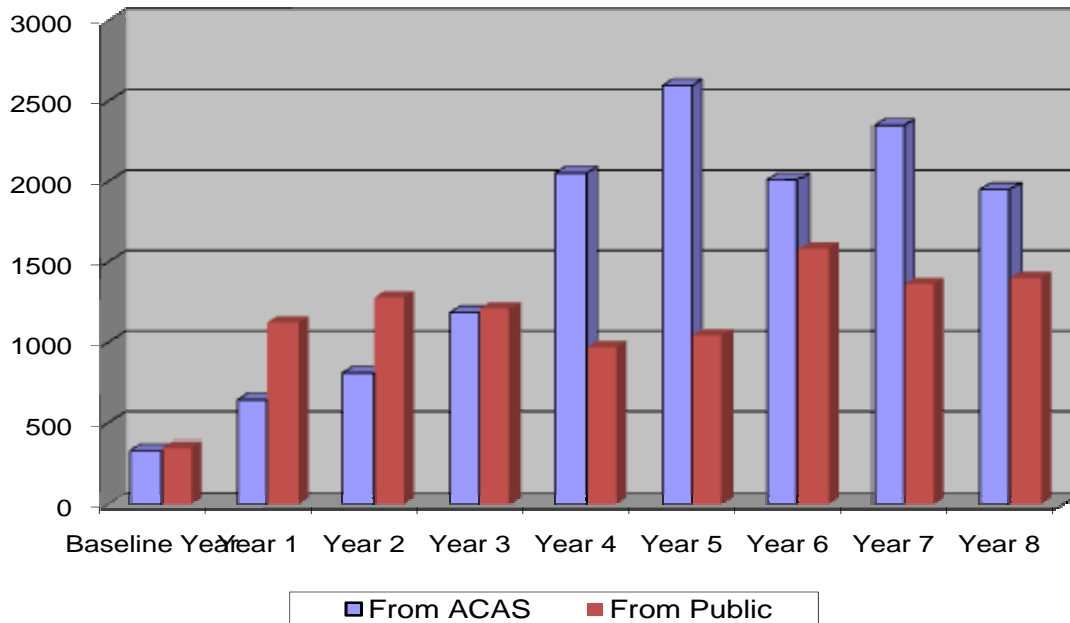


Effect of the Stipend Payment Model on Intake Patterns

In previous project years, the Alachua County project had implemented a strategy of applying a five-to-one stipend differential designed to incentivize transfers from Alachua County Animal Services. Over a four-year period, this strategy resulted in an increase in transfers from ACAS to become the majority of intakes at the Adoption Guarantee partners, as opposed to intakes directly from the public. This strategy was designed to ensure that Adoption Guarantee shelter space was targeted to those pets most in danger of euthanasia.

In Year Eight, the Alachua County partners entered the three-year, unfunded Project Continuation period. Using project funds stockpiled during Years One through Seven, the project was able to commit \$5,500 each month during Project Eight to continue paying stipends to the partners for above-baseline adoptions. In order to continue focusing project resources on the pets most in need of intervention, the partners agreed that the monthly stipend bank would be divided based on the percentage of shelter transfers each partner was responsible for in that month.

Intakes at Adoption Guarantee Groups by Origin

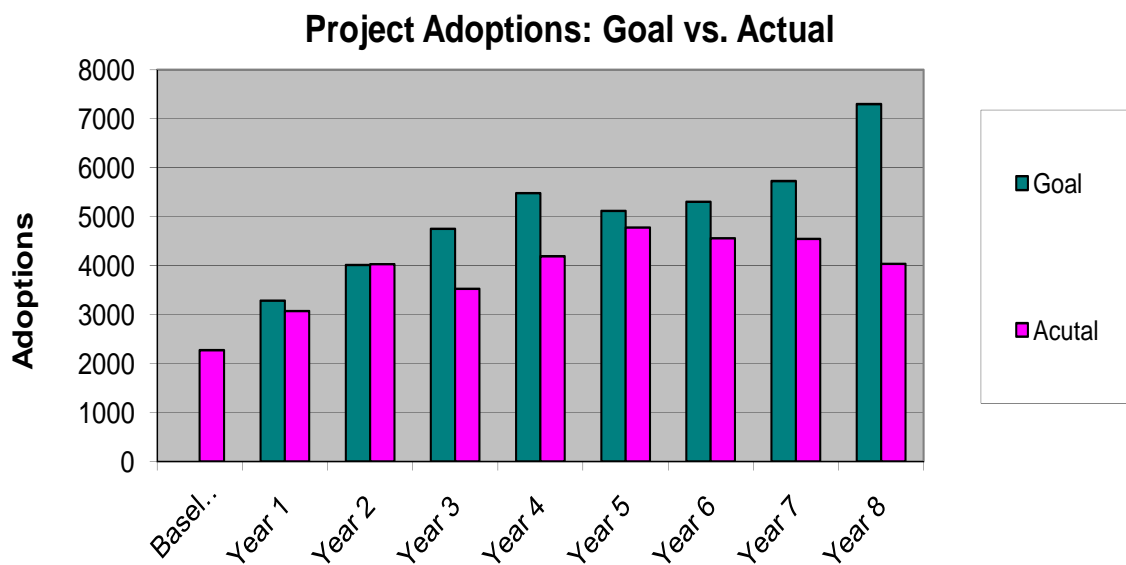


Adoptions

As the effects of the economic recession began to take their toll in Alachua County, the total number of adoptions in the community declined 11% during Year Eight as compared to the previous year. Although still up 58% as compared to the baseline year, overall adoptions fell 508 as compared to Project Year Seven. The project ended the year 3,258 adoptions short of goal.

Among the individual partners, four organizations (Alachua County Humane Society, Gainesville Pet Rescue, Puppy Hill Farm and Helping Hands) had adoption totals below the previous year. Our smallest project partner, Haile's Angels, was able to increase adoptions 20% in Year Eight as compared to Year Seven. Alachua County Animal Services continued to struggle with its goal to maintain adoptions at baseline year level during Year Eight.

	Baseline Adoptions	Year 1 Adoptions	Year 2 Adoptions	Year 3 Adoptions	Year 4 Adoptions	Year 5 Adoptions	Year 6 Adoptions	Year 7 Adoptions	Year 8 Adoptions	Year Eight Change Compared To:							
										Base line	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
ACHS	99	385	264	521	948	960	986	896	879	+788%	+128%	+233%	+69%	-7%	-8%	-11%	-2%
GPR	355	578	761	957	813	849	700	801	563	+59%	-3%	-26%	-41%	-31%	-34%	-20%	-30%
PH	105	272	376	468	484	544	776	690	625	+495%	+130%	+66%	+34%	+29%	+15%	-19%	-9%
HA	68	123	280	249	240	259	341	318	383	+463%	+211%	+37%	+54%	+60%	+48%	+12%	+20%
HH	65	334	257	256	223	543	747	955	814	+1152%	+144%	+217%	+218%	+265%	+50%	+9%	-15%
ACAS	1859	1675	2087	1520	1486	1625	1008	886	774	-58%	-54%	-63%	-49%	-48%	-52%	-23%	-13%
Total	2551	3367	4025	3971	4194	4780	4558	4546	4038	+58%	+20%	0%	+2%	-4%	-16%	-11%	-11%



Year 8 Goal vs. Actual Above-Baseline and Total Adoptions By Organization

Organization	A/B Adoption Goal	A/B Actual Adoptions	Total Adoption Goal	Actual Adoptions
Alachua County Humane Society	1720	780	1819	879
Gainesville Pet Rescue	963	208	1318	563
Puppy Hill Farm	916	520	1021	625
Haile's Angels	473	315	541	383
Helping Hands	673	749	738	814
Alachua County Animal Services	0	-1085	1859	774
Total Project	4745	1487	7296	4038

Adoption Stipends

In Project Year Eight, the Alachua County project divided a monthly stipend bank of \$5,500 among the six Adoption Guarantee partners based on the percentage of shelter transfers each partner was responsible for during that month. The following charts show how many total and above-baseline adoptions were completed in Year Eight, and how much money each participating organization has received since project inception.

Project Year Eight Adoption Performance

Organization	Total Adoptions	Above B/L Adoptions	Above B/L From ACAS	Above B/L From Public	Total Stipends Received
Alachua County Humane Society	879	780	780	0	\$27,544
Gainesville Pet Rescue	563	208	208	0	\$7,345
Puppy Hill Farm	625	520	416	104	\$14,690
Haile's Angels	383	315	46	269	\$1,625
Helping Hands	814	749	419	330	\$14,796
Alachua County Animal Services	774	-1085	n/a	0	n/a
TOTALS	4038	1487	1999	703	\$66,000

Organization	Since Project Inception		
	Total Adoptions	A/B Adoptions	Total Stipends Received
Alachua County. Humane Society	5839	5047	\$692,497
Gainesville Pet Rescue	6022	3182	\$502,815
Puppy Hill Farm	4235	3396	\$420,873
Haile's Angels Pet Rescue	2193	1649	\$127,980
Helping Hands Pet Rescue	4129	3609	\$305,993
Alachua County. Animal Services	11,061	-3461	\$8,262
TOTALS	33,479	13,422	\$2,058,420

Euthanasia:

The Alachua County project closed Year Eight by re-achieving Zero Healthy Death status.* Total deaths were down by 54% as compared to the baseline year.

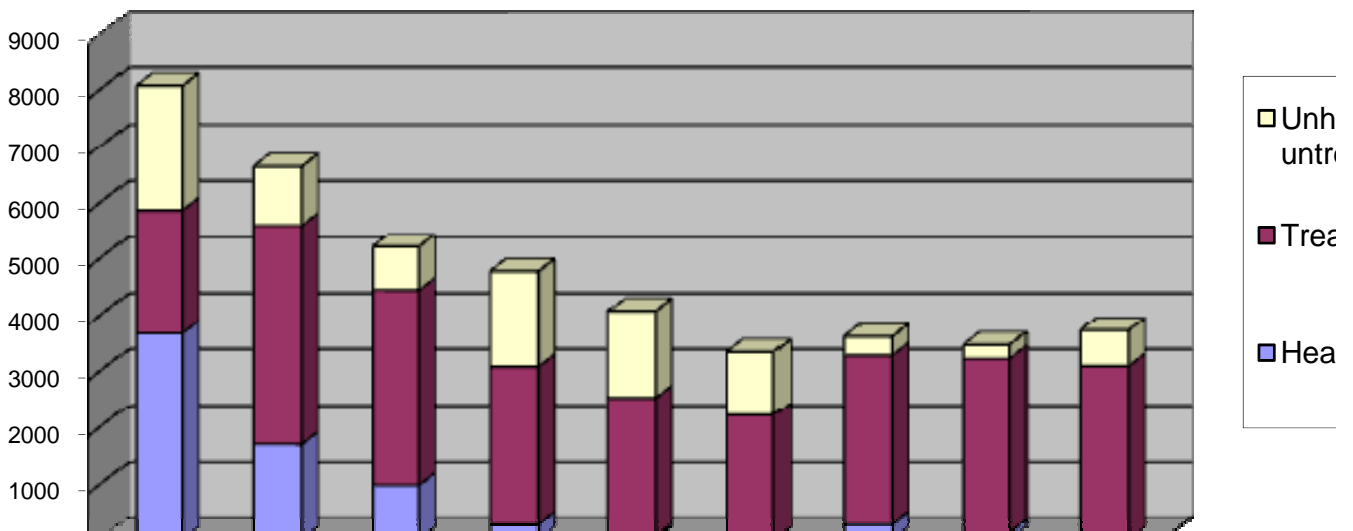
In Year Eight the partners spent time readdressing the issue of health classifications. Over time, and through multiple personnel and leadership changes at ACAS, it appeared that classification of treatable and unhealthy/untreatable animals was being applied inconsistently. The partners met to review and clarify health definitions so that statistics going forward can rely on a uniform application of these definitions.

*At the very end of Year Eight, one healthy pit bull mix was euthanized.

	Healthy Deaths	Treatable Deaths	Total Deaths
Year 8 Goal	0	2140	3270
Year 8 Actual	1	3087	3721

Euthanasia	Baseline Year	Project Year 1	Project Year 2	Project Year 3	Project Year 4	Project Year 5	Project Year 6	Project Year 7	Project Year 8	Year 8 Change Compared to Baseline
Healthy	2219	1696	981	260	61	5	262	123	1	-99.9%
Treatable	4714	3901	3460	2815	2462	2206	3014	3095	3087	- 35%
Unhealthy/ Untreatable	1130	1034	768	1745	1548	1124	419	241	633	- 44%
Total	8063	6631	5209	4820	4071	3335	3695	3426	3721	- 54%

Euthanasia By Health Classification



Project Activities: Successes, Challenges and Future Plans

Adoption Strategies

After seven years of generous grant support from Maddie's Fund[®], Project Year Eight marked a transition to much smaller adoption stipends paid from funds stockpiled at the project level during earlier years of the project. Partners continued to earn stipends for above-baseline adoption performance from a total monthly stipend pool of \$5,500. This amount was distributed to the five project partners based on the percentage of each month's shelter-originating above-baseline adoptions that each partner was responsible for. Subsidy payments were calculated each month using the "Alachua County Subsidy Table" developed by Maddie's Fund.

During Project Year Eight, the Alachua County partners continued their focus on maintaining Zero Healthy Death status while working to increase adoptions of treatable pets. Unfortunately, our continuing goal of increasing adoptions coincided with a disastrous fundraising environment as the recession finally hit the region and local financial support plummeted. Adoptions also dropped as Alachua County residents cut back on household costs to weather the financial downturn. Several of the partners experienced a number of adoption returns, often years after the original adoption, as pet owners found themselves in foreclosure or unemployed and unable to care for their pet.

Over the past three project years, partners have reported that multi-day offsite adoptathons are diminishing in effectiveness. Gainesville Pet Rescue and Alachua County Animal Control in particular have had difficulty justifying the cost and resource commitment of bringing animals to the project's adoptathon site at Oaks Mall, whereas Puppy Hill Farm and Helping Hands adopt offsite each weekend anyway and felt the adoptathon approach was effective for them. After extensive discussion during Year Eight, the project partners agreed to produce just one large-scale, two-day adoptathon, the December Home for the Holidays event, and re-assess continuation of this strategy in Year Nine.

The Home for the Holidays event was held at the Oaks Mall on December 5-6, 2009, with an estimated attendance of 3,200. A total of 122 animals were adopted during the event: 79 on Saturday (31% of animals attending that day) and 43 on Sunday (29% of animals attending).

Cost-per-adoption at the events stayed low relative to the early years of the project. The Year Eight cost per event adoption was \$199 with \$59 coming from project funds and \$140 provided by partner and community match. For comparison, in Year Three, the project recorded 448 adoptions at four events, with an average cost per adoption of \$273.46 in grant funds. The project continues to leverage in-kind match support from the community for these events, including donated advertising, goods, services and volunteer time. The five adoption guarantee project partners also contributed \$345 in cash match to cover the costs of producing the event. Based on past-year costs per-adoption, we calculate the value of match supports at adoptathons to equal approximately \$140 per adoption achieved.

A total of 34 adoptions were completed through Gainesville Pet Rescue’s Adopt A Pet From Your Vet program. This nearly 50% drop as compared to Year Seven reflected the overall decreased in adoptions county-wide. Through Adopt At Vet, cats are fostered at the animal hospital and displayed daily in the lobby for potential adopters to visit. GPR pays all costs of care and feeding. When an adoption is completed, the animal hospital receives a \$50 stipend from GPR.

Year Eight Adopt At Vet Results

Month	# of cats adopted
July	3
August	3
September	3
October	5
November	3
December	3
January	3
February	3
March	0
April	4
May	2
June	2
TOTAL	34

Strategies deployed by the individual project partners are discussed in their individual activity reports beginning on page 19.

What’s Next:

- Based on diminished interest from the project partners, we will not produce a large-scale adoptathon event in Project Year Nine. The adoption groups will participate in smaller adoption events throughout the year, individually or in smaller groups. Opportunities for these events arise as the partners receive invitations from festivals and local businesses to participate. Alachua County Humane Society’s new campus, expected to open early in 2011, will provide a spacious, centralized location for the project partners to produce group events.
- Maddie’s® Project is partnering with County administrators, the No More Homeless Pets spay/neuter clinic, philanthropist Gladys Cofrin, Operation Catnip and Dr. Julie Levy to reassess the way homeless animals are taken in, sheltered and processed through Alachua County Animal Services. As we prepare for our second decade of community collaboration to work toward an adoption guarantee for all healthy and treatable pets, we are excited about the opportunities presented by this public/private partnership. We look forward to sharing the details of this new project as it develops during 2011.

Fundraising

As in the previous project year, specific fundraising and set-aside targets for the individual partners were not imposed in Project Year Eight. The partner organizations integrated fundraising goals into their individual operating plans and conducted fundraising activities independently. At the project level, funds were raised through gate donations at the adoption event and through donations from individuals.

Year Eight was the first year since Project Year Two in which the partners did not receive individual fundraising stipends. Detailed information on fundraising performance for each organization and for the project appears below:

Alachua County Humane Society

Year	Fundraising Goal		Fundraising Costs	Net Funds Raised	Maddie's [®] fundraising stipend received
2002/2003	\$24,240		\$9,831	\$29,721	n/a
2003/2004	\$10,000		\$3,139	\$13,904	\$2,500
2004/2005	\$11,025		\$3,911	\$18,037	\$6,936
	Set Aside Goal	Set Aside Actual			
2005/2006	\$20,000	\$52,587	\$46,131	\$102,607	\$10,601
2006/2007	\$40,000	\$65,000	\$87,006	\$159,479	\$7,244
2007/2008	\$69,234	\$48,850	\$60,074	\$175,992	\$12,375
2008/2009	n/a	\$75,000	\$99,802	\$308,136	\$7,350
2009/2010	n/a	n/a	\$54,698	\$500,650	n/a

Revenue for year 8 was \$623,500 with the Thrift Store remaining the primary source for recurring funds (\$282,650). We work with several small fundraising groups and do small events with various businesses. These efforts bring in approximately \$20,000. We had our inaugural "Tuxes and Tails" Gala which had net income of just over \$33,000 (\$77,750 revenue, \$44,750 expense). General Donations were \$110,000, membership donations were \$10,000, and building fund donations were \$45,000.

We began using our set-aside funds toward the completion of our new facility and have used more than was in our set-aside.

Gainesville Pet Rescue

Year	Fundraising Goal		Fundraising Costs	Net Funds Raised	Maddie's® fundraising stipend received
2002/2003	\$22,500		\$7,222	\$24,809	N/A
2003/2004	\$27,500		\$7,478	\$29,067	\$5,000
2004/2005	\$39,500		\$12,884	\$30,598	\$16,880
	Set Aside Goal	Set Aside Actual			
2005/2006	\$27,972	\$27,972	\$21,363	\$55,582	\$11,555
2006/2007	\$46,156	\$12,128	\$13,037	\$68,123	\$4,624
2007/2008	\$48,000	\$0	\$8,635	\$102,315	\$7,425
2008/2009	n/a	\$25,000	\$29,081	\$192,618	\$5,670
2009/2010	n/a	n/a	\$40,980	\$99,432	n/a

This past year has been the most challenging yet. We have consistently reviewed our strategic plan to help us assess our progress in regard to our future development. We have infused new ideas into existing fundraising plans as much as possible however, we have come up short.

Unfortunately, our set-aside account is empty. We have been struggling for over a year now. We have reduced our expenses to a bare minimum but with the increased cost of vaccines, pet food shipping, spay/neuter surgeries, etc. we continue to struggle. Another challenge in Year 8 has been a decline in the economy. We have had more than 20 animals returned to GPR. Our adoptions have slowed down as many people just can't afford adding a new dog or cat to their household. We spend a considerable amount of time each day talking to people who want to give up their animals due to a financial crisis.

Between adoptions, donations, special events, yard sales, social marketing, etc, we were able to raise \$99,431.79. In Year 8 we put a lot of effort into social networking as a way to increase visibility of our animals and our need for more funding. We used Constant Contact and Facebook as a way to reach out to the community and beyond.

On-going projects like the Big Belly Donation Boxes, Magnets, Wrist Bands, T-shirts, etc. brought in a small amount of money on a regular basis. The GPR mailers brought in a considerable amount of money this year. A certain number of our constituents would rather just send in a donation rather than participate in an event or purchase something. We also began working with several groups of UF Sales & Marketing students in hopes that they could spread the word about GPR and raise funds as well. They have all done a great job but soon realized how difficult it is to raise money during a time when so many are suffering from economic hardships.

GPR has put a lot of energy into our new "Guardian Angel Monthly Donor Program". We currently have about twenty people who have signed up but we are still hoping to add a lot more.

The University of Florida Community Campaign, although very lucrative in years past, declined from previous years. We held our regular fundraising events, such as the Party for the Pets,

Baby Shower and the golf tournament. We increased our annual yard sale to monthly yard sales which proved to be successful. We also began selling some nicer items on Ebay. At this point we figure that every one hundred dollars can add up to make a difference.

Fundraising:

	COST	REVENUE	NET
Summer Mailer	323.55	2,329.86	2006.31
Party for the Pets	6448.75	11,452.00	5003.25
Yard Sale	255.36	8,610.31	8354.95
Holiday Mailer	528.32	11,760.84	11232.52
Golf	3632.19	5617.00	1984.81
Baby Shower	366.23	4888.34	4522.11
“Buy a Brick” Program	634.00	480.00	-154.00
Donations during Adoptions	0	1159.00	1159.00
Adoptions	26,934	53,161.32	26227.32
Memorial Card Donations	100.00	1726.00	1626.00
“Big Belly” Donation Boxes	0	2050.00	2050.00
Social Networking	100.00	761.99	661.99
Ebay/Paypal	0	9500.00	9500.00
Pet food Sales	1000.00	4,639.70	3639.70
T-Shirts	0	440.00	440.00
Misc	657.14	21,834.97	21177.83
TOTAL	40,979.54	140,411.33	99,431.79

Puppy Hill Farm

Year	Fundraising Goal		Fundraising Costs	Net Funds Raised	Maddie’s® fundraising stipend received
2002/2003	\$1,900		\$160	\$2,349	N/A
2003/2004	\$2,400		\$170	\$2,332	\$1,626
2004/2005	\$5,937		\$1626	\$1,923	\$5,798
	Set Aside Goal	Set Aside Actual			
2005/2006	\$15,000	\$18,000	\$6,700	\$1,692	\$6,533
2006/2007	\$16,783	\$28,000	\$4,312	\$8,063	\$3,498
2007/2008	\$23,078	\$104,000	\$3,992	\$25,886	\$3,850
2008/2009	n/a	-0-	\$3,750	\$1,504	\$3,750
2009/2010	n/a	n/a	\$9,658	\$8,062	n/a

Once again, the For the Love of Animals Gala was Puppy Hill’s signature event. We have increased success with it every year and have several strategies to maximize profit and reduce expenses in 2011. We increasingly receive great community support for this and are now soliciting corporate sponsors (we had two in 2010) to help offset the costs.

The air conditioning theft occurred at our new Adoption Center about 2 weeks prior to opening. Insurance did not cover the theft, as we were still under a temporary renovation policy at the time. The board decided to send out an email to our list serve describing the damage and donations began pouring in immediately via Pay Pal. We received coverage on local TV 20, radio stations, and the newspaper, which continued bringing donations in. We were able to have the contractor replace the units at cost and put up a secure cage around the new units at no cost.

Magnolia Park Dog Dayz is an annual fundraiser set up by a former adopter who manages a local Starbucks. The event includes adoptions in the park, police canine demonstration, dog washes, raffles, etc. In addition, the Starbucks corporate office matches the employees volunteer hours for a profitable and fun day.

<u>Fundraising:</u>	<u>Gross</u>	<u>Expenses</u>	<u>Net Profit</u>
For the Love of Animals Gala:	8760.21	5657.98	3102.23
Air Conditioning Theft:	5449.12	4000.00 replacement	1449.12
Magnolia Park Dog Dayz:	1155.00		1155.00
Garage Sale:	572.50		572.50
Downtown Arts Festival:	374.00		374.00
Petsmart Santa Photos:	243.00		243.00
Miscellaneous:	1166.00		1166.00
Total:	17,719.83		8061.85

Use of Set-Aside Funds:

In December 2009, we purchased a building to become the Puppy Hill Farm Melrose Adoption Center. The building is approx 3200 square feet on 1.4 acres of commercial property on a major highway (SR 21) between Melrose and Keystone Heights. The location is approximately 30 miles from Gainesville and 40 miles from Jacksonville, allowing draws from both metropolitan areas. The building was solid but in disrepair and required extensive renovation to open. We opened the building for adoptions in June 2010 and had a Grand Opening in August 2010.

We had an agreement with a local groomer to rent a portion of the building to expand their space, but due to unforeseen health complications of the owner, they decided to remain in their present location for at least another year. We are hopeful that the groomer will move in, as this would be an excellent complement to the Adoption Center.

We are currently open for adoptions Fridays and Saturdays and plan to expand this over time. We supplement our adoptions with a thrift store, light retail sales, and plan to do training and boarding as well. It is an excellent location for fundraisers on the busy highway and we have several events planned over the coming year. The building has allowed us to increase capacity, particularly for cats, several of whom are housed at the facility. We continue to do adoptions at Petsmart weekly and look at this as a long term investment for PHF that will result in gradually increased adoptions and revenue over time. Our total cost for purchase and renovation on the building was \$51 per square foot, well below the going price for commercial property in the area.

Melrose Adoption Center Cost Paid at Closing: \$37,359
 Rezoning: \$ 790
 Renovations: \$53,322
 Total from Savings: \$91,471
 Mortgage Paid Yr 8: \$ 4,622

This has resulted in a draw down of our savings. We have reduced expenses to a minimum to ensure that we will not dip into remaining savings.

Haile's Angels Pet Rescue

Year	Fundraising Goal		Fundraising Costs	Net Funds Raised	Maddie's® fundraising stipend received
2002/2003	No goal set		No costs incurred	~\$100	N/A
2003/2004	\$3,167		\$1,870*	\$979	\$1,000
2004/2005	\$8,000		\$4,164	\$6,280	\$2,394
	Set Aside Goal	Set Aside Actual			
2005/2006	\$5,594	\$20,000	\$4,417	\$26,795	-0-
2006/2007	\$7,693	\$0	\$2,771	\$3,450	\$770
2007/2008	\$6,500	\$0	\$402	\$687	\$402
2008/2009	n/a	\$0	\$4,327 ¹	\$6,540	-0-
2009/2010	n/a	n/a	\$585	\$3,673	n/a

*\$1,300 of this amount was used to purchase T-shirts for ongoing fundraising; many of the shirts purchased were still in inventory for sale during Project Year 4

¹\$975 of this amount was used to refresh T-shirt inventory for Years 7 and 8

In Project Year Four, Haile's Angels received a large private donation of \$20,000, all of which we deposited into our set-aside account for future years. We did not add to this account in Year Eight. Haile's Angels Pet Rescue was able to raise \$3,673.00 in Year Eight. We did have to dip into our Set Aside account for advertising costs. We spent a total of \$1200.00 in radio advertising and live appearances on WKTK's "Wet Nose Wednesdays" for Haile's Angels this year.

Haile's Angels had two fundraisers during Year Eight. The first was Oktoberfest which was held in October 2009 in Haile Plantation. At this event we spent \$150.00 to rent a Cotton Candy machine and purchase beverages for sale. We sold Cotton Candy for \$2.00 each and water and soft drinks for \$1.00 each. We raised a total of \$330.00 in sales and another \$47.00 in donations (donation jar). We raised a total of \$377.00 and, after initial set up costs, we had a profit of \$227.00.

Our second event is our major fundraiser every year. It is “Walk for the Angels”. We partnered with Haile Plantation Annual Arts and Music Festival. It was held in March 2009. We spent \$435.00 to set up the event and this money went towards;

- 1) Preparing “goodie bags” for every registered walker and dog - \$30.00
- 2) Renting of Cotton Candy machine - \$150.00
- 3) Purchasing table covers, beverages for sale, printing registration forms and advertising fliers for handouts, and special radio advertising spots for this event - \$ 255.00

We had a chance table where all of the items were donated and tickets were sold for \$1.00 each. We raised \$995.00 in registration fees and donations, \$434.00 in ticket sales from chance table and \$205.00 from the sale of Cotton Candy and beverages. Our total amount raised at this event was \$1634.00 and, after initial setup costs of \$435.00, our net profit from this event was \$1,199.

This was our first year to become involved with the University of Florida Marketing classes. In the Spring quarter of this year the marketing students chose our rescue as its fund raising project and they were able to raise \$1,717.00 and we had absolutely no upfront costs to raise this money. We are continuing with this project as it has been a most successful way to raise funds for the rescue with no expense to us.

Through a donation jar put in the Haile Plantation Animal Clinic lobby, we were also able to raise \$455.00 in year eight. We collected \$75.00 in T-Shirt sales.

Helping Hands Pet Rescue

Year	Fundraising Goal		Fundraising Costs	Net Funds Raised	Maddie’s® fundraising stipend received
2002/2003	No goal set		No costs incurred	~\$100	N/A
2003/2004	\$6,729		\$1,935	\$1,875	\$1,935
2004/2005	\$17,000		\$7,177*	\$4,900	\$7,177
	Set Aside Goal	Set Aside Actual			
2005/2006	\$6,000		\$1,500	\$3,465	-0-
2006/2007	\$4,616		No costs incurred	\$1,760	-0-
2007/2008	\$7,500		Not available	Not available	-0-
2008/2009	n/a	\$42,260	\$568	\$859	\$2,100
2009/2010	n/a	n/a	\$911	\$3181	n/a

In Project Year Eight, Helping Hands continued to develop our fundraising strategies. We are still selling t-shirts every weekend at PetSmart while we are there doing adoptions. We sell several t-shirts every weekend and benefit not only from the profits, but also from the “free” advertising of people wearing the shirts.

At the end of Project Year Eight, we teamed up with a marketing professor at the University of Florida. He has each new set of students brainstorm fundraising ideas and implement the “best” idea at the end of the semester. They were able to raise several hundred dollars last semester by selling beverages outside the stadium prior to University of Florida football games. Helping Hands has also increased our presence in the local community through tabling at various festivals and events.

Fundraiser	Cost	Sales/Donations	Net Profit
T-shirt Sales	\$911.40	\$1470.00	\$558.60
Dog Tag Sales	\$0	\$185.00	\$185.00
Tabling at Various Local Events	\$0	\$2110.57	\$2110.57
Beverage Sales	\$0 (drinks donated)	\$327.00	\$327.00
Total Fundraising:			\$3181.17

While we were able to raise more funds this year than in previous years, we were not able to add to our set-aside account. All of the money raised was used to subsidize our lowered adoption fees. We did not have to dip into our set-aside account.

Project-Level Fundraising

During Project Year Eight, fundraising activities at the project level included soliciting for donations at Maddie’s[®]-sponsored events. We were able to raise \$456 through this activity.

Also during Year Eight, each participating project partner contributed \$345 as cost-share for the December adoptathon for a total of \$1,725 in partner match. Community partners including Cox Media, WKTK-FM, Sunshine Broadcasting, The Gainesville Sun, Party Time Rentals and Sunstate Sanitation provided discounted services and materials as in-kind match to the project, for total in-kind contributions valued at more than \$9,000.

Interest from our money market account and set aside account CD generated an additional \$1,947.58.

Total project-level cash income plus unspent grant funds for Year Eight equaled **\$4,128**, which has been placed in our set-aside account for future years of the project.

Community Awareness and Advertising

Community awareness activities for the Alachua County Project during Year Eight were coordinated by Eric Van Ness, Associate Director at the lead agency, Alachua County Humane Society. Eric was responsible for producing and placing advertising to support the adoptathon event, as well as planning, coordinating and implementing collateral marketing to increase awareness of the project and the desirability of shelter pets.

The Alachua County Project spent approximately 4% of its Year Eight funds on paid advertising, including print, cable television and radio. These funds were leveraged by donated in-kind advertising from a number of local publications and broadcast media.

Reports from Participating Organizations

Alachua County Humane Society

Submitted by Eric Van Ness, Associate Director

Year Eight Adoption Goal: 1819

Year Eight Actual Adoptions: 879

48% of goal

Adoptions:

At the Alachua County Humane Society, we chose to take a longer term approach than in years past. Our crumbling facilities were not able to house as many animals as in previous years and our adoptions suffered greatly for that. Because we have not been able to increase our adoptions, we have focused on getting into a new state-of-the-art facility.

Maddie Recognition:

Maddie's[®] links and logos appear on every page of our website. We consistently discuss the Maddie's[®] partnership and objectives on our 6 monthly live radio appearances. Maddie's[®] information is available at all of our appearances (2 to 4 per month).

Gainesville Pet Rescue

Submitted by Cheryl Gibson, Executive Director

Year Eight Adoption Goal: 1318

Year Eight Actual Adoptions: 563

43% of goal

Adoptions:

Our adoptions were lower than anticipated this past year. We are working to develop innovative ideas that will ultimately increase our adoptions for the future. We continue to offer "adoption specials" by advertising these animals in a variety of ways each week. We use Craig's List as well as the Classified section in the local newspaper. We send out monthly emails through Constant Contact about a pet of the month.

A sponsorship program for our "Long Term Residents" has brought a focus to these cats that need a home the most. We have asked local businesses to sponsor a cat for \$50. A sign with their logo is then placed on the cat's cage advertising their business as the sponsor of this cat. A potential adopter can then adopt this cat but the adoption fee has already been paid by the sponsor. So far, we have adopted out 3 of our Long Term Residents with this program. The "Adopt a Pet at your Vet" continues helping us find homes for at least 3-5 cats or kittens each month.

Maddie Recognition: GPR includes Maddie's Fund logo in all brochures, PSA's, web site, etc. We also have the Maddie's[®] sticker on all of our adoption packets plus information inside the packet on Maddie's[®] Pet Rescue Project. The Maddie's[®] posters are displayed in our lobby and adoption areas.

Puppy Hill Farm

Submitted by Laurie Trenholm, President

Year Eight Adoption Goal: 1021

Year Eight Actual Adoptions: 625

61% of goal

Adoptions:

This has been a challenging year for adoptions due to a number of factors, including the economy and increased presence of other rescue organizations. The Gainesville Petsmart for years hosted PHF and Animal People as the only adoption agencies, whereas now on the weekends, there may be up to six different agencies there. This has been combined with an increase in animal returns, many going back a number of years, largely due to economy again. Returns almost always seem to be big dogs, many of whom have issues of some sort. Hence, our kennels and fosters have been at maximum capacity, especially when our Sanctuary animals are added in. We have expanded kennel space to meet these challenges and to allow us to continue to house smaller dogs and puppies.

Our Melrose Adoption Center has afforded us some rewards in terms of adoptions. While the primary thrust continues to be at Petsmart, this has allowed increased exposure and additional audiences, resulting in increased adoptions. This will grow, particularly as we continue to hold family events such as our Grand Opening and as we work to draw more from the local area.

Maddie Recognition:

Our Adoption Center highlights the Maddie's[®] funding that made it possible and we include Maddie's[®] prominently on our website, promotional materials, and at all fundraisers.

Haile's Angels Pet Rescue

Submitted by Peg Fraser, Adoption Coordinator

Year Eight Adoption Goal: 541

Year Eight Actual Adoptions: 383

71% of goal

Adoptions:

Year Eight was one of our most challenging since the inception of Haile's Angels Pet Rescue. With economic times in such dire straits, many adopted animals were returned to the rescue with the majority of reasons being "downsizing" and "relocation". Haile's Angels is the smallest of all the rescue organizations involved in the Maddie's[®] Project here in Alachua County. We have limited space for large breed animals which made our ability to pull animals from Alachua County Animal Services difficult. We do not have any full time employees that work at the rescue so therefore we are rather limited in the selection process from ACAS. This resulted in very small stipend checks from Maddie's Fund[®] which caused us to dip into our set aside fund for an additional \$8,800.00 to cover medical expenses for all pets brought into Haile's Angels

throughout the year. Our medical expenses this year consisted of Spay/Neuter, vaccines, heart worm tests and treatments, surgeries for broken bones, cherry eye, hernias, cruciate repairs, etc.

We have found it difficult to acquire any type of private or corporate sponsorship and overall donations were down dramatically this year. With ever increasing advertising costs and facility maintenance costs we have experienced severe budget constraints. As we are looking for new ways to raise funds for our rescue, we have begun to offer items for sale to new adopters through the rescue. These items include pop-up crates, food and water dishes, collars, harnesses and leashes, beds, and litter boxes with all profits going to help the rescue.

Maddie Recognition:

The Maddie's[®] logo and story is included in all our print materials, and we display the Maddie's[®] posters in our adoption areas and in the main clinic. Every introduction to someone coming to our rescue or upon approach at any event we attend, is that Haile's Angels Pet Rescue is part of the Maddie's[®] Pet Rescue Project in Alachua County. We give an explanation as to what the Maddie's Fund is all about and how it assists our rescue and the dream of a no-kill nation. We always display the logo and information at our rescue and at all of our events. We are extremely proud of our association with Maddie's Fund and hope that our relationship can continue in the future.

Helping Hands Pet Rescue

Submitted by Andrea Brower, President

Year Eight Adoption Goal: 738

Year Eight Actual Adoptions: 814

110% of goal

Adoptions:

Project Year Eight was a challenging year for Helping Hands. We finished the year with 814 adoptions, a decrease from 955 adoptions in Project Year Seven, but still an increase from 747 adoptions in Project Year Six. We were able to meet our project adoption goal, but not our internal adoption goals as it is always our goal to do more adoptions than the previous year.

To maintain and increase our adoption numbers, Helping Hands has continued to hold adopt-a-thons at the local PetSmart every weekend. We go both Saturday and Sunday on all weekends (except holidays) and bring anywhere from 30-70 dogs and 10-50 cats each day. Bringing the larger selection of animals has increased our adoption numbers dramatically. Since we do not currently have a facility that the public can visit to meet our animals, we must bring as many of our animals to the public as possible. Especially for the long term residents in our program, it is essential that they are at PetSmart to be seen.

We have attempted other smaller adoption events hosted at local businesses, but have found that while they increase the public's awareness of our organization, we do fewer adoptions than we do at PetSmart. We currently do not have enough dependable volunteers to do satellite adoption events on top of continuing our adoption events at PetSmart every weekend. Helping Hands continues to get a large number of adoption inquiries from Petfinder.com and Petango.com

because we keep our pet list current. We work hard to have pictures up for all of the pets as well and this is what really draws people to look at an animal's profile.

With the continued economic crisis, we found that in Project Year Eight large breed dogs have been very difficult to adopt out. Even purebreds that come from the shelter do not "move" quickly. Because of this, we have made the adoption fee for most of our medium to large sized dogs \$50 instead of the standard \$125. This has definitely prevented many dogs from ending up as long-term residents. Previously, we were only offering the lower adoption fee for long-term residents. We still continue to offer the reduced long-term resident fee for small breeds and puppies.

Helping Hands has tried a new strategy for pricing on our cats. We have made it up to the adopter what donation amount they give. We explain in detail what the cat/kitten has cost and what it will cost to save another life. Most of the time, adopters actually give us more than our previous standard adoption fee of \$75 for kittens. We have been able to do this financially because we have seen an increase in donations.

Unfortunately, Helping Hands was unable to complete the plans for rebuilding our canine kennel facility in Project Year Eight. Having a facility that the public can visit is still one of our top priorities and will hopefully be a reality by the end of Project Year Nine.

Maddie Recognition:

Helping Hands continues to show recognition to Maddie and Maddie's Fund by posting the Maddie's Fund logo and Maddie's story on our website. We also make sure that the Maddie's Fund[®] logo is on all of our publications.

Financial Reports

Financial reports attached include:

- Maddie's[®] Project Balance Sheet as of June 30, 2010
- Project Year Eight Budget-to-Actual Report
- Income Statement: July 1, 2009 through June 30, 2010
- List of payments to project partners: July 1, 2009 through June 30, 2010

Data Reports

Electronic versions of the following Year Eight reports have been previously submitted:

- Monthly Reports for July 2009 through June 2010
- Quarter Summary Reports
- Semiannual Reports
- Annual Summary Report