



*The Pet Rescue Foundation*

Maddie's<sup>®</sup>  
Pet Rescue Project  
in  
Baldwin County  
Alabama

Continuation Plan  
Year 6 (post-funded Project)

## **I. Plan Summary**

This plan is a continuation of the funded period of Years 1-4. The Baldwin County coalition will work together to further advance the lifesaving efforts in our community. We envision Year 6 as the breakthrough year of saving all healthy animals in the shelters in Fairhope, Daphne and Bay Minette. We further intend to decrease healthy euthanasia at the Baldwin County Animal Control Center. There were 498 healthy deaths in Year Five; we will decrease that to 200 healthy deaths in Year Six, a decrease of 298 (60%).

## **II. Year 5 Accomplishments**

Total intake from the public declined in Year 5 for the second straight year. In Year 4, public intakes dropped by 707 (-8%) compared to baseline. In Year 5, public intakes declined by 1,713 (-20%) compared to baseline. This affected the healthy and total euthanasia goals in a positive way. The healthy euthanasia goal for Year 5 was 527. The Project came close to achieving this goal, ending the year with 564 healthy deaths, 37 short of goal. Additionally, we are happy to report that the total deaths goal was met in Year 5.

Although healthy and total deaths had a positive outcome in Year 5, the partner agencies struggled to increase adoptions. The animal control agencies failed to reach baseline adoptions falling short by 233 adoptions. The Haven for Animals was also short of their adoption goal by 283 adoptions. The only other AG organization, North Baldwin Animal Shelter, was expected to open in the early in 2010, however, delays in establishing operating funding pushed the opening back to July, this delay hurt efforts to transfer more animals out of the AC shelters and also contributed to lower adoptions.

The drop in adoptions may have been due in part to the downturn in the economy and the BP oil spill in the Gulf of Mexico. Baldwin County's economic base is tourism which definitely suffered major setbacks causing jobs to be lost, businesses to close, foreclosure of homes and a ripple effect of a lower tax base affecting the budgets of the animal control agencies and the donations to the AG organizations. People were just not considering adopting a pet during these crises.

We see year 6 as a stronger year for adoptions as we move forward. The economy seems to be stabilizing and the oil spill has been cleaned up, enticing more people to return to the beach. North Baldwin Animal Shelter is up and running and expects to adopt 200 -300 animals this year.

## **III. Year 6 Project Goals**

- a. Increase adoptions of healthy cats and dogs by transferring the healthy cats and dogs in danger of being euthanized from our partnering animal control shelters.
- b. Decrease the number of healthy animal deaths 546 by September 30, 2011.

- c. Each partner will continue to record and submit their monthly shelter statistics report to the lead agency by the 15th of following month.
- d. Each AG partner will continue to evaluate and reduce the average length of stay for each cat and dog transferred from partnering AC shelters.
- e. Each partner will continue tracking, reporting, and publishing their annual community statistics on their agency websites.

### Year 6 Euthanasia and Adoption Goals

	Haven	NBAS	BCAC	BMAS	COF	DAS	Total
Adoptions Baseline	368	0	715	140	6	298	1527
<i>AB Public</i>	50	109	60	60	4	12	295
<i>AB AC</i>	142	109	-	-	-	-	251
<b>Total AB Goal</b>	192	218	60	60	4	12	546
<b>Total Adoption Goal</b>	560	218	775	200	10	310	2073
Healthy Death Baseline	0	0	1219	129	0	77	1425
<b>Healthy Death Goal</b>	0	0	200	0	0	0	200
Total Death Baseline	8	0	4444	390	0	307	5149
<b>Total Death Goal</b>	5	5	3529	141	0	119	3799

#### IV. How will we get there

The Haven has continued to help promote the partnering animal shelters and facilitate transfers of healthy cats and dogs. By collaborating and sharing resources we have seen the lowest number of healthy deaths since the start of the MPRPBC, falling from 1,425 in the baseline year to 564 in Year Five. The Partners are committed to working together on the continuation of the MPRPBC to reach our goals.

Approach	Strategy	Timeline
Reporting	<p>Each partner of the MPRPBC agrees to submit to the lead agency detailed monthly reports on shelter statistics using the Maddie's Fund® reporting form. Each partner agrees to continue posting its annual shelter statistic report on their agencies website.</p>	<p>Monthly</p> <p>Annually</p>
Payments	<p>Adoption subsidy payments will be made for above baseline adoptions within 10 business days upon the lead agency reconciling accurate monthly shelter statistic reports for each quarter, based on performance. AB Subsidies will be paid to AC shelters at end of the fiscal year.</p>	<p>Quarterly</p> <p>Annually</p>
Events	<p>The project partners will host two coalition adoption events and all agencies are expected to attend.</p> <p>Each partner will continue to host their own adoption day events or join The Haven in their bi-monthly pet adoption events at Petsmart.</p> <p>The Haven has added a second pet adoption day each month.</p>	<p>May 2011</p> <p>October 2011</p> <p>Monthly</p>

Approach	Strategy	Timeline
Communication	<p>Each animal control partner agrees to utilize all forms of communication to ensure that all healthy pets in danger of being euthanized will be transferred to the AG organizations to achieve/maintain zero healthy deaths.</p> <p>Each partner agrees to meet monthly to collaborate on planning events, discuss projects actual vs. projected performance, and to share resources.</p>	<p>Daily/Weekly</p> <p>Monthly</p>
Outreach	<p>The lead agency will continue to utilize the local media for free publicity.</p> <p>The partners agree to utilize free media outlets such as social networking sites, submitting press releases on public rabies and/or micro-chip clinics, and on harder to place dogs and cats.</p> <p>The lead agency will continue to reach out and secure speaking opportunities with local public and private groups.</p> <p>All partners agree to continue to recognize Maddie and Maddie's Fund via all press releases, agency websites, Maddie's® Tail Wag Activity Books, and wearing the Maddie's® mascot costume at events.</p>	<p>Monthly</p> <p>Monthly/Quarterly</p> <p>On-going</p> <p>On-going</p>

## V. Projected Budget

Year 3 remaining grant funds	17,861.00
Year 4 remaining grant funds	29,283.75
<b>TOTAL</b>	<b>47,144.75</b>
<b>EXPENSES</b>	
Adoption Subsidy	
Haven: 50 AB Public Adoptions @ \$13; 142 AB AC Adoptions @ \$65	9,880.00
NBAS: 109 AB Public Adoptions @ \$13; 109 AB AC Adoptions @ \$65	8,502.00
BCAC: 60 AB Public Adoptions @ \$13	780.00
BMAS: 60 AB Adoptions @ \$13	780.00
COF: 4 AB Adoptions @ \$13	52.00
DAS: 12 AB Adoptions @ \$13	156.00
<b>Total Subsidies</b>	<b>20,150.00</b>
<b>ADMINISTRATION</b>	
Adoption Coordinator	20,000.00
Bookkeeping	3,000.00
Payroll Taxes	2,300.00
<b>Total Project Administration</b>	<b>25,300.00</b>
Advertising Events & Promotions	1,300.00
Supplies	394.75
<b>Total Advertising &amp; Supplies</b>	<b>1,694.75</b>
<b>Total Expenses</b>	<b>47,144.75</b>

## **VI. Maddie's<sup>®</sup> Recognition**

All partners agree to continue recognizing Maddie's Fund and Maddie in Year six and also in years to come. Each of us appreciate the investment Maddie's Fund has made to the homeless animals in Baldwin County. Our recognition strategies include:

- Volunteers and staff wearing Maddie's Fund patches and stickers
- Maddie's<sup>®</sup> stickers placed on Haven adoption agreements
- Maddie's Fund logo and information about Maddie's Fund in all press releases and advertisements
- Maddie's<sup>®</sup> banner for individual and coalition adoption events
- Maddie's<sup>®</sup> logo worn on shirt of The Haven Adoption Series TV show sponsored by Mediacom and viewed by over 32,000 homes in Baldwin County
- Maddie's<sup>®</sup> Tail Wag Activity Books distributed
- Maddie's Fund logo on all partners websites
- Maddie the mascot costume worn at events
- Signs on the buildings of the AG group and AC coalition partners reading "We are a proud partner of Maddie's<sup>®</sup> Pet Rescue Project in Baldwin County."

## **VII. Partner Commitments**

The six project partners of the Maddie's<sup>®</sup> Pet Rescue Project in Baldwin County affirm their support and commitment to the long-term goal of providing an Adoption Guarantee to all healthy cats and dogs in Baldwin County, and agree to work together toward that goal as described in this Project Continuation Plan for Project Year 6.

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Charlotte Plumb, Director  
Baldwin County Animal Control

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Michael Graham, Executive Director  
The Haven

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Judy Wilkins, Director  
North Baldwin Animal Shelter

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Gina Ramer, Animal Control Officer  
Bay Minette Animal Control

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Ronda Jones, Animal Control Officer  
Daphne Animal Shelter

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Jerry Merchant, Animal Control Officer  
Fairhope Animal Shelter