

Maddie's[®] Pet Rescue Project in Baldwin County, AL.

Project Year Four Annual Report

October 1st, 2008 – September 30th, 2009

Submitted by Maddie's[®] Fund Project Coordinator Casey Reynolds

THE PROJECT:

Maddie's[®] Pet Rescue Project was funded in October 2005 with the Baldwin County Humane Society (BCHS) as lead agency. The original mission of the Baldwin County coalition was to end the euthanasia of healthy shelter dogs and cats by October 1, 2009, and then to save all of the treatable dogs and cats euthanized in our shelters by October 1, 2015.

However, BCHS withdrew from the Project in April of 2008 and The Haven continued as the sole adoption guarantee (AG) group through the end of Year 3. In Year 4, the Haven-led coalition continued to work towards the goal of ending euthanasia in the county with modified goals.

COALITION MEMBER AGENCIES:

The Haven for Animals – Lead Agency May 2008 to present, Adoption Guarantee Group
Baldwin County Animal Control (BCAC) – Animal Control Agency
Bay Minette Animal Control (BMAC) – Animal Control Agency
Daphne Animal Shelter (DAS) – Animal Control Agency
City of Fairhope Animal Shelter (COF) – Animal Control Agency

THE YEAR FOUR GOALS OF THE BALDWIN COUNTY PROJECT:

1. To meet Maddie's[®] Pet Rescue Project targets for The Haven by increasing healthy animal adoptions by 370 over the baseline of 368, to achieve a total of at least 738 healthy animal adoptions.
2. To assist the AC groups with reaching their goal of 1,453 healthy animal adoptions (294 over baseline). The total adoption goal for the AG and AC groups is a minimum of 2,191 healthy animal adoptions.
3. To decrease healthy animal euthanasia at the AC shelters by at least 664 below the baseline of 1,425 to achieve a Year Four total of no more than 761 healthy deaths.
4. To achieve a zero healthy death goal Project-wide in February of 2009.
5. To achieve a zero healthy death goal at DAS and COF after the AG month in February.

6. To decrease the number of total euthanasia by a minimum of 664 below the baseline of 5,149 to achieve a Year Four total of no more than 4,485 total deaths.

I. CHANGES IN PROJECT FOCUS

NEW FOCUS ON MARKETING ANIMAL CONTROL PARTNERS:

Whereas in Years One-Three we had a project-wide focus on the AG groups moving animals out of the AC shelters into adoption programs, our Year Four goals changed due to the loss of our larger AG lead agency. In Year Four, we focused on marketing our AC shelters as adoption sites, improving the image of the AC groups in our community and working on more generalized adoption campaigns and promotions to increase the market share of shelter adoptions in our community.

This represented a big change from the way we were operating as a coalition in the first three years of the Project, and despite having only one year to develop these new approaches we started to see significant success. While the Project funding will end after Year Four, we are very hopeful that the networks we have built and approaches we have developed will serve us in the future as we continue to work toward our original goal of ending euthanasia as a means of animal control in our county.

CONTINUATION PLANS FOR POST-FUNDED PROJECT:

Due to the success we have had in Year Four, all of the Maddie's partners have agreed to continue our partnership beyond the funded project into what would be Year Five. We will keep the Maddie's coalition name and end goal, but modify our approaches to account for a smaller budget. We plan to meet quarterly to discuss ways that we can continue to partner to solve the euthanasia problem in our county.

CHANGES IN MADDIE'S STAFF:

A new Assistant Adoption Coordinator, Michael McGrath, was hired at The Haven in September. His role has been to help facilitate adoptions at the shelter and find creative ways to promote adoptions for The Haven in order to maximize the number of transfers possible from AC groups.

II. STATISTICAL ANALYSIS

| | Annual Baseline | Annual Year 4 | Actual + / - | Annual Goal | % of Goal |
|------------------------------|--------------------|------------------|-----------------|----------------|------------|
| AG - Intake from AC | 125 | 436 | 311 | | |
| AG - Public Intakes | 234 | 205 | -29 | | |
| AG - Total Intake | 359 | 641 | 282 | | |
| Public Intake at AC Shelters | 8,471 | 7,793 | -678 | | |
| Total Public Intake | 8,705 | 7,998 | -707 | | |
| AG Adoptions | 368 | 603 | 235 | 738 | 82% |
| AC Adoptions | 1,159 | 1,301 | 142 | 1,453 | 90% |
| Total Adoptions | 1,527 | 1,904 | 377 | 2,191 | 87% |
| Healthy Euthanasia | 1,425 | 614 | -811 | 761 | 124% |
| Total Euthanasia | 5,149 | 5,063 | -86 | 4,485 | 89% |

INTAKES

THE HAVEN:

The Haven took in fewer public animals during Year 4 (down to 205 from 234) and increased their AC intakes by nearly 250% with a total of 436. Their total organizational capacity increased by 79% from the baseline year.

ANIMAL CONTROL:

The following is a chart of the change in intakes for our AC partners for Year 4 compared to the baseline year:

| | |
|---------------|-------------|
| BCAC: | -12% |
| BMAS: | 27% |
| COF: | 2% |
| DAS: | -11% |
| TOTAL: | -8% |

BCAC and DAS have both experienced drops in intakes, while COF saw only a slight rise (9 animals) and BMAS had an increase of 27% (192 animals). The increase at BMAS, like in Year 3, is due to an increase in the number of feral cats being trapped in that area. Despite attempts by the Fairhope Cat Coalition in cooperation with animal control to set up managed colonies, the feral cat population continues to grow in Bay Minette and clash with the human population more and more often. We hope that with Bay Minette

planning to use part of their statistics grant funds to sell discount spay neuter vouchers this problem will diminish, but we need to continue to work to get the city council on board with developing a more humane solution to this problem.

HEALTHY DEATHS

As a Project, we exceeded our reduction in healthy shelter euthanasia (RIHSE) goal by 147 animals in Year 4, the first time we have achieved that goal since the Project began. We continued our Project-wide zero healthy death goal through the months of February and March, with the exception of several healthy pit bulls. COF continued the AG through June and DAS continued all the way through August. We are very encouraged at the success we've had in reducing these numbers with only one AG group participating this year. The following is a breakdown of healthy deaths for Year 4:

| | <u>BASELINE</u> | <u>ACTUAL</u> | <u>GOAL</u> | <u>+/- GOAL</u> |
|---------------|-----------------|---------------|-------------|-----------------|
| BCAC: | 1219 | 495 | 701 | -206 |
| BMAS: | 129 | 63 | 60 | 3 |
| COF: | 0 | 10 | 0 | 10 |
| DAS: | 77 | 46 | 0 | 46 |
| TOTAL: | 1425 | 614 | 761 | -147 |

TOTAL DEATHS

The following reflects total deaths from the baseline year compared to Year 4:

| | <u>BASELINE</u> | <u>ACTUAL</u> | <u>GOAL</u> | <u>+/- GOAL</u> |
|---------------|-----------------|---------------|-------------|-----------------|
| BCAC: | 4444 | 4067 | 3926 | 141 |
| BMAS: | 390 | 567 | 321 | 246 |
| COF: | 0 | 83 | 0 | 83 |
| DAS: | 307 | 316 | 230 | 86 |
| TOTAL: | 5141 | 5033 | 4477 | 618 |

We did have a slight reduction in total deaths for the year, but not the reduction we would expect given the RIHSE totals. BCAC missed their reduction in total shelter euthanasia (RITSE) goal by 141 while reducing deaths by 377 below baseline. All other shelters saw a rise in total deaths, with BMAS seeing a rise from 390 to 567. This is again due to the increase in feral cat calls, as BMAS has a strict euthanasia policy on trapped feral cats.

ADOPTIONS

The following is a breakdown of adoptions for Year 4:

| | <u>BASELINE</u> | <u>ACTUAL</u> | <u>GOAL</u> | <u>+/- GOAL</u> |
|---------------|-----------------|---------------|-------------|-----------------|
| HAVEN: | 368 | 603 | 738 | -135 |
| BCAC: | 715 | 780 | 893 | -113 |
| BMAS: | 140 | 280 | 175 | 105 |
| COF: | 6 | 5 | 12 | -7 |
| DAS: | 298 | 236 | 373 | -137 |
| TOTAL: | 1527 | 1904 | 2191 | -287 |

For the first time in Year 4, our AC partners had above baseline adoption goals. While 3 of 4 shelters fell below goal for the year, BCAC and BMAS both increased their adoptions from the baseline year, with BMAS doubling their baseline adoptions.

Each shelter continues to work individually to increase adoptions, with BCAC holding offsite adoptions and onsite rabies and microchip clinics, DAS holding monthly on-site adoptions and doing poster advertising in the community and BMAS holding nearly weekly offsite adoptions. We also promoted each shelter throughout the year using Project funds for various promotions and events.

While we have found that offsite events are not as successful as they have been in the past, we are finding that county-wide promotions that direct people onsite to the shelters are working better. We have also found that the use of monthly adoption thermometer posters has had a positive effect on meeting goals at the shelters. The thermometers serve as a tangible reminder of the goals for staff and the public.

III. PROGRAMS AND EVENTS

COALITION:

EVENTS:

| | |
|-----------------------------|--|
| October 25 th : | Bay Minette Public Library |
| November 22 nd : | RAVE theater, Daphne |
| December 6 th : | Bay Minette Christmas Parade |
| February 9 th : | “Love Under the Oaks” adoption event |
| May 11 th : | DAS dog park dedication |
| June: | “Black Pearl” promotion of black dogs and cats |
| August: | promotion of puppies and kittens |

PROGRAMS:

- New radio spot on WABF Fairhope

- Continued bimonthly spots on NBC news
- New monthly “Half off” pet promotions targeting hard to place subsets of animals
- Adoption Thermometers placed at shelters and rewards for staff for meeting goals
- Foster program drive prior to Adoption Guarantee

THE HAVEN:

YEAR 4 ADOPTION EVENTS:

- October: PETsMART in Spanish Fort
- November: PETsMART in Spanish Fort
- December: PETsMART in Spanish Fort
- January: PETsMART in Spanish Fort
Riviera Cinemas in Foley
Omni Fitness in Daphne
Fasttime Gas in Daphne
- February: Love Under the Oaks coalition event in Fairhope
Mystic Mutts of Revelry parade in Fairhope
- March: PETsMART in Spanish Fort
Arts and Crafts Festival in Fairhope
- April: PETsMART, event with local storage business
- May: Daphne Dog Park coalition event, 3-Day PETsMART event, Puppies and Pearls fundraiser adoption, weekly Farmer’s Market adoptions, Fairhope Flea Market/Swap Shop event
- June: Weekly Farmer’s Market adoptions, PETsMART, Verizon Wireless partner event
- July: PETsMART in Spanish Fort, Fairhope Farmer’s Market Events
- August: PETsMART event in Spanish Fort
- September: 3-day PETsMART in Spanish Fort

YEAR 4 PROGRAMS:

- October: Haven calendar release
Auction “Fur Paws”
The Haven Fall Quarterly Newsletter “snail” mailed and e-mailed
- November: Resale Shop Yard Sale
Start of Haven Photo Contest
Yappy Hour fundraiser, Old Bay Steamer
- December: Maddie’s float in 3 local Christmas parades
- January: Annual photo contest and volunteer reception
Mediacom taping of half hour program twice each month
- February: Calendar sales netted over \$7K
Mystic Mutts had over 400 participants and raised \$7K
- March: Yappy Hour fundraiser-Fly Creek Café
Eastern Shore Art & Crafts Festival w/ Pet Adoption & Pepsi Sales Fundraiser

The Haven Spring Quarterly Newsletter “snail” mailed and e-mailed
 You can also mention that we have the commercial on the OnMedia
 community station that runs 24/7. It spotlights upcoming events for the
 Haven and the coalition as well as showcases some of our adoptable
 animals.

- April: Spring Resale Shop yard sale, Dirty Dog Wash at the American Legion,
 Dogs Dine Out (partnership with local restaurants to offer a percentage of
 sales/accommodation for dining with dogs outdoors).
- May: Training program for Haven Dog Walkers to improve dog socialization,
 local chiropractic office fundraiser
- June: Half-off Black animals “Black Pearl” promotion
- July: Paint n’ Pals Fundraiser
- September: Yappy Hour fundraiser

IV. FUNDRAISING

The Haven did not receive a fundraising stipend in Year 4 in order to distribute those
 funds throughout the administrative budget. The following is a breakdown of fundraising
 activities for the Haven in Year 4:

| The Haven For Animals | | | |
|--|-----------------|-----------------------------|--------------------------|
| (Reflects Net Amount) | | | |
| New Source/Event | Baseline | Year 4 Projected | Year 4 Actual |
| Fundraising Subsidy | | \$0 | \$0 |
| Eastern Shore Art Festival/Pepsi sales | \$0 | \$2,500 | \$6,508 |
| Queenie’s Fund | \$0 | \$1,000 | \$644 |
| Sponsorships | \$0 | \$500 | \$200 |
| Auction | \$0 | \$30,000 | \$8,618 |
| Santa Photos | \$0 | \$600 | \$0 |
| Micro-chip Clinics | \$0 | \$1,400 | \$345 |
| Yappy Hour | \$0 | \$1,200 | \$4,418 |
| Fairhope City Sketches (ended) | \$0 | \$6,000 | \$355 |
| Subtotal New Source/Event | \$0 | \$42,700 | \$21,088 |
| Existing Source/Event | | | |
| Calendar sale from Pet Photo Contest | \$0 | \$10,000 | \$8,095 |
| T-shirt sale, s/n magnets | \$0 | \$6,500 | \$1,382 |
| Ferns Birthday (ended) | \$0 | \$2,500 | \$0 |
| Donations/memberships | \$37,408 | \$150,000 | \$72,257 |
| Adoption Fees | \$21,063 | \$40,000 | \$33,696 |

| | | | |
|---|------------------|------------------|------------------|
| Misc. Fund-Raising Activities | \$1,500 | \$0 | \$20,988 |
| Grants | \$11,000 | \$85,000 | \$88,076 |
| Resale Shop & Yard Sales | \$22,832 | \$32,000 | \$19,022 |
| Fetch a Duck (ended) | \$5,125 | \$0 | \$0 |
| (MMOR) Mardi Gras Parade | \$2,168 | \$10,000 | \$6,301 |
| Pet Photo Contest | \$425 | \$3,000 | \$2,955 |
| Fannie Flag Luncheon (1 time event) | \$10,895 | \$0 | \$0 |
| Essay contest (ended) | \$300 | \$0 | \$0 |
| | | | |
| Subtotal Existing Source/Event | \$112,716 | \$339,000 | \$252,772 |
| | | | |
| Total Fundraising | \$112,716 | \$381,700 | \$273,860 |
| Amount to be Used for Operations | | \$341,700 | \$273,860 |
| Amount to be Set Aside | | \$40,000 | \$0 |

The Haven fell below their total fundraising goals for the year due to a drop in expected donations. They hope that with brighter economic times in the future their donors will begin to contribute again at previous levels. In the meantime, the Haven will continue to utilize volunteer fundraising activities to build resources.

V. ORGANIZATIONAL DEVELOPMENT

| Group | AB Goal | AB Adoptions from AC @ \$320 | AB Adoptions from Public @ \$64 | Y4 Subsidy Due | Y4 Subsidy Paid |
|--------------|------------|------------------------------|---------------------------------|-----------------|-----------------|
| The Haven | 370 | 235 | 0 | \$75,200 | \$75,200 |
| BCAC | 178 | - | 65 | \$4,160 | \$4,160 |
| BMAS | 35 | - | 140 | \$8,960 | \$8,960 |
| COF | 6 | - | 0 | 0 | 0 |
| DAS | 75 | - | 0 | 0 | 0 |
| Total | 664 | 235 | 205 | \$88,320 | \$88,320 |

The Haven has used and plans to use their adoption subsidies of \$75,200 to fund medical expenses, paint and update the Haven lobby and office, improve and update their internal data network, acquire a professional digital camera, backdrop and lighting equipment, and purchase a heating and cooling window unit.

(As AC partners were paid for adoption subsidies at the end of the year, concrete plans have not been made at the time of this report on how they will utilize their subsidy payments.)

VI. MADDIE RECOGNITION

COALITION:

- Maddie's[®] activity books were distributed to children at shelters, offsite events, and at area schools, and AC officers distribute the books during educational activities in the community.
- All the coalition partners have been distributing flyers about Maddie's[®] Spay/Neuter Project. Participating vets also have flyers at their offices. Ads have also been taken out in the newspaper to promote the project.
- Signs remain on the buildings of the AG group and AC coalition partners reading "We are a proud partner of Maddie's[®] Pet Rescue Project in Baldwin County."
- Maddie's[®] patches were sewn onto clothing and worn at adoption events, and stickers were distributed.
- The Maddie-alabama.org website was updated at the end of Year 3 to reflect new Project structure and goals.
- "Adopt Me" bandanas for pets with the Maddie's[®] logo printed on them are worn by pets at adoption events.
- Maddie's[®] shrink tags were passed out at adoption events.
- Information about Maddie's[®] Fund is presented at our biweekly news spot on NBC.
- The Maddie[®] costume was worn in three Christmas parades in a truck with Maddie's[®] project banners flanking the sides.

THE HAVEN:

- The Haven distributes books to families adopting pets or picking up pets from the shelter who have small children, and at offsite adoption events. The Haven also uses the Maddie[®] costume at off-site events.
- The Haven has volunteers wear "Made Possible by Maddie[®]" stickers at adoption events.
- The Maddie's[®] logo is used on print ads for the Haven
- Maddie's[®] banners have been made for individual and coalition adoption events,
- Cage cards are used by The Haven at adoption locations with cat cages with the Maddie's[®] logo advertising the pet as "A Great Maddie's[®] Pet."
- Maddie's[®] logo is worn on shirt of TV host for Mediacom program airing seven days a week on local cable. Several Maddie's[®] focus spots were recorded for this show throughout the year.