



# **Maddie's<sup>®</sup> Pet Rescue Project in Dane County**

## **Year 1 Annual Report**

### **July 2008 thru June 2009**

## **I. Project Overview**

### ***Our Mission***

To create an adoption guarantee community in Dane County by July 2012 for all healthy and treatable shelter dogs and cats and to promote partnership and mutual respect among collaborative members and the veterinary community.

We intend to accomplish our mission by:

- 1) Increasing Adoptions
- 2) Reducing Euthanasia
- 3) Sustaining Revenue

### ***Coalition Members***

**Dane County Humane Society** – Lead Agency, Traditional Shelter (DCHS)  
**Dane County Friends of Ferals** – Adoption Guarantee organization (DCFOF)  
**Shelter From the Storm** – Adoption Guarantee organization (SFTS)

### ***Year 1 Goals***

- Increase total adoptions of Dane County animals by 353 animals over the 2007 baseline of 2,717 animals to yield a total of at least 3,070 total adoptions as a coalition.
- Reduce Healthy and Treatable Euthanasia by 353 animals below the baseline of 589 yielding no more than 236 healthy and treatable animals euthanized.
- Reduce Total Euthanasia by 353 below the baseline of 1,797 for a total of 1,444 animals euthanized by the coalition.
- Set aside \$22,000 to be used in future years of *Maddie's<sup>®</sup> Pet Rescue Project*.

## Performance Overview

	Baseline	Year 1 Actual	Diff +/- from Baseline	% Change	Year 1 Goal	Actual as % of Goal
<b>INTAKE</b>						
<b><i>Dane County Animals</i></b>						
AG – From DCHS	115	308	193	168%		
AG – From Public	332	490	158	48%		
<b>Total AG</b>	<b>447</b>	<b>798</b>	<b>351</b>	<b>79%</b>		
DCHS – From Public	5152	5107	-45	-1%		
<b>Total Public Intake (DC Animals)</b>	<b>5484</b>	<b>5597</b>	<b>113</b>	<b>2%</b>		
<b><i>Out of County Animals</i></b>						
Adoption Guarantee	439	169	-270	-62%		
Dane County Humane Society	0	419	419	419%		
<b>Total Out of County Intake</b>	<b>439</b>	<b>588</b>	<b>149</b>	<b>34%</b>		
Total AG Public Intake	771	659	-112	-15%		
Total DCHS Public Intake	5152	5526	374	7%		
<b>TOTAL PUBLIC INTAKE</b>	<b>5923</b>	<b>6185</b>	<b>262</b>	<b>4%</b>		
<b>ADOPTIONS</b>						
<b><i>Dane County Animals</i></b>						
Adoption Guarantee	427	718	291	68%		
Dane County Humane Society	2290	2513	223	10%		
<b>Total Adoptions (DC Animals)</b>	<b>2717</b>	<b>3231</b>	<b>514</b>	<b>19%</b>		
<b><i>Out of County Animals</i></b>						
Adoption Guarantee	371	163	-208	-56%		
Dane County Humane Society	0	273	273	273%		
<b>Total Out of County Adoptions</b>	<b>371</b>	<b>436</b>	<b>65</b>	<b>18%</b>		
Total AG Adoptions	798	881	83	10%		
Total DCHS Adoptions	2290	2786	496	22%		
<b>TOTAL ADOPTIONS</b>	<b>3088</b>	<b>3667</b>	<b>579</b>	<b>19%</b>		
<b>EUTHANASIA</b>						
<b>Healthy/Treatable Euthanasia</b>	<b>589</b>	<b>195</b>	<b>-394</b>	<b>-67%</b>	<b>236</b>	<b>121%</b>
<b>Total Euthanasia</b>	<b>1797</b>	<b>1164</b>	<b>-633</b>	<b>-35%</b>	<b>1444</b>	<b>124%</b>

As a coalition, we had a very successful beginning to the *Maddie's® Pet Rescue Project in Dane County*. We exceeded our Year 1 adoption goals, both euthanasia goals, and set aside more than \$35,000 to help support *Maddie's® Pet Rescue Project* in future years. Total adoptions of Dane County animals were 514 over the coalitions' baseline year. Healthy and Treatable euthanasia decreased by 394 animals and total euthanasia decreased by 633 animals in Year 1.

## II. Increasing Adoptions

As a coalition, we exceeded our Year 1 adoption goal by 5% (161 animals). Total adoptions, including out of county animals, increased 19% in Year 1 of *Maddie's® Pet Rescue Project*. This included a notable increase in Dane County animal adoptions and an overall decrease of out of county animals.

Adoptions Year 1 – Dane County Animals Only					
	Baseline (BL)	Above Baseline (AB) Goal	Total Goal (BL+AB)	Actual Total	Actual as % of Total Goal
DCFOF	254	40	294	392	133%
SFTS	173	100	273	326	119%
<b>AG Total</b>	<b>427</b>	<b>140</b>	<b>567</b>	<b>718</b>	<b>127%</b>
DCHS	2290	213	2503	2513	100%
<b>Total</b>	<b>2717</b>	<b>353</b>	<b>3070</b>	<b>3231</b>	<b>105%</b>
Total Adoptions Year 1 – Dane County & Out of County Animals					
DCFOF	254			401	
SFTS	544			480	
DCHS	2290			2786	
<b>Total</b>	<b>3088</b>			<b>3667</b>	

### Efforts to Increase Adoptions

	DCFOF (Goal)	DCFOF (Actual)	SFTS (Goal)	SFTS (Actual)	DCHS (Goal)	DCHS (Actual)	Total (Goal)	Total (Actual)
<b>Joint Adoption Events:</b>								
Catapalooza 2008	10	10	10	40	30	42	50	92
Autumn with the Animals 2008	0	3	0	20	0	10	0	33
DCHS Westside Grand Opening	0	0	0	10	0	NA	0	10
<b>TOTAL</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>70</b>	<b>30</b>	<b>52</b>	50	135
<b>Individual Adoption Efforts:</b>								
Increase adoption staff	0	0	20	13	50	*	70	13
Begin Mobile off-site adoptions	NA	NA	NA	NA	50	45	50	45
Increase Mobile adoption events	10	115	50	20	0	0	60	135
Create permanent adoption center	20	10	NA	NA	0	34	20	44
Improve Medical treatment protocol	0	0	20	50	0	*	20	50
Begin Foster program adoptions	NA	NA	NA	NA	40	16	40	16
Expand Shelter hours of operation	NA	NA	NA	NA	30	*	30	0
Begin Happy Cat Foster Club	NA	NA	NA	NA	13	76	13	76
<b>TOTALS</b>	<b>30</b>	<b>125</b>	<b>90</b>	<b>83</b>	<b>183</b>	<b>171</b>	303	379
<b>Total Above Baseline Adoptions</b>								
	<b>40</b>	<b>138</b>	<b>100</b>	<b>153</b>	<b>213</b>	<b>223</b>	353	514

\*see notes part B: DCCHS

## **A. Joint Adoption Events & Programs**

In August 2008, DCHS hosted Catapalooza, a 29 hour, coalition-wide adoption event. There was a good deal of publicity with a local animal specialist giving a talk and book signing. A number of adoptions took place, giving a positive opening event for the *Maddie's® Pet Rescue Project*. DCHS adopted 40 cats and 2 dogs, while SFTS adopted 40 cats and DCFOF adopted 10.

In October, the coalition joined forces with the Four Lakes Wildlife Center, located at DCHS, for Autumn with the Animals. The event was both fundraiser for the wildlife center and an adoption promotion. Featured was a "Black Cat Special" in which adoption fees for anything marked with a black cat sticker was 25% off. SFTS was particularly pleased to adopt out a number of cats who had been with the rescue for nearly a year; DCHS adopted out 9 cats, a dog, and numerous critters. DCFOF did not have any successful adoptions at this event.

The coalition started a publicity campaign in May 2009, using five donated billboard spaces throughout Dane County, both traditional and digital. Maddie's® grant money was used to pay for the printing of each billboard; however, designs were donated by Hiebing, a local advertising agency. The billboards direct the public to a coalition website [www.DaneCountyRescues.org](http://www.DaneCountyRescues.org) with information and links to all partners and the Maddie's Fund webpage. This internet site will continue to be reorganized and promoted in Year 2.

SFTS and DCFOF joined DCHS for the grand opening of a new Westside Adoption Center in June 2009. This satellite adoption site is located on the opposite side of Madison from the main shelter and in a high traffic shopping area. The center's capacity allows for space to be designated for various special events, including offering space to Maddie's® partners for adoption promotion. The June Grand Opening featured adoption ready animals from all partners and the Happy Cat Club, a microchip clinic, raffle, prize wheel, games, root beer float sell, and Maddie's® information. Additional advertisement for the *Maddie's® Pet Rescue Project* included an appearance from Maddie.

At the end of Year 1, DCFOF and SFTS began participating in DCHS's Mounds Satellite Adoption Center. DCHS has been partnering with Mounds, a local pet supply store, for many years. Mounds generously donates space in their store to house cats, rabbits, and some other small animals available for adoption. The program has proven valuable for cats who don't adjust to the shelter environment. Each partner has two kennels at the Mounds-Middleton location and are looking forward to expanding this partnership in the near future.

## **B. Individual Adoption Efforts**

### ***DCFOF – Goal 294; Actual 392***

The opening of Sly's place, DCFOF's new shelter location, had a positive impact on their exceeding adoption goals for Year 1. Other factors that aided in DCFOF's success were improving their own organizational structure, purchasing computer equipment and software, and increased foster family participation in adoption events.

Sly's place is expected to continue to expand and allow for increased adoptions in subsequent years. Currently, DCFOF's shelter hosts a full medical services center with surgery suites and recovery rooms. More immediate medical attention has resulted in shorter recovery periods and overall fewer shelter cats becoming ill.

In addition to listing animals on Petfinder.com, DCFOF worked to increase the number of photographs and adoption candidates on their own website [www.daneferals.org](http://www.daneferals.org) and craigslist. These listings direct the public to Sly's place and contact with foster families. DCFOF continues to attend weekly adoption events at MadCats, Tabby and Jacks, and West Side Family Pet Clinic. DCFOF attributes the majority of their increase in Year 1 adoptions to increased public awareness and regularity of the MadCats fairs.

### ***SFTS – Goal 273; Actual 326***

SFTS continues to have great adoption success through weekly adoption events at Petsmart. SFTS has hired an Adoption Outreach Coordinator who oversees all adoption events. All animals available for adoption are brought to the event for a meet and greet with potential adopters. SFTS also utilizes technology to increase adoption promotion and decrease expense related to tracking of shelter animals. A mobile computer and printer allow for adoptions to be processed on site and all adoption ready animals have photographs and bios listed on Petfinder.com which is easily accessible from any internet connection. Potential adopters can become “pre approved” by completing applications online or in advance. This preapproval allows for a quicker more efficient adoption process. A faster adoption leads to decrease days of stay for animals yielding overall decreases in animal care costs.

SFTS now employs one veterinarian and one veterinary technician. SFTS includes all vet care such as spay/neuter, vaccinations, Microchip, heartworm test, Heartgard<sup>®</sup>, Frontline<sup>®</sup>, grooming and any other vet care needed to be sure each animal is ready for immediate adoption as part of their fee structure. Going forward, SFTS plans to continue developing and expanding their mobile adoption promotion and open a permanent adoption center to the public.

### ***DCHS – Goal 2503; Actual 2513***

Various promotions, specials, and discounts have been utilized to increase adoptions throughout Year 1. \* DCHS has substantially increased adoption staff, expanded shelter hours, and improved medical treatment primarily through additional training and recruitment of volunteers. It is impossible to calculate additional adoptions based on these efforts; however, DCHS is sure that the increase in overall adoptions (including Out of County animals) is in part due to these efforts.

Pet adoption specials and promotions usually coincide with holidays, seasonal events, and specific promotions such as 2 for 1 bonded pairs when available. Ongoing efforts to promote adoptions include regular television appearances with “Pet of the Week” that feature difficult to place animals and news advertisements.

The Happy Cat Club, a network of volunteers and club members who independently seek adoptions of DCHS cats through listings on Petfinder.com and club adoption events, has proven very useful to increase adoptions. The club often takes difficult to place animals including FIV+ and FeLV cats. These foster homes provide care and rehabilitation outside the shelter environment.

In Year 1, our Mounds locations continued to grow including an additional site in Sun Prairie, Wisconsin. These locations make cats available for adoption throughout the Madison and surrounding areas. Cats and some critters (rabbits, rats, etc) are housed on location with volunteers providing the bulk of care and completing adoptions. These locations provide additional venues for the public who may not be able to travel to the shelter or feel uncomfortable in this environment.

Though the Mobile Adoption Program started successfully, DCHS found that adoption totals were limited primarily due to available animals appropriate for this type of event. These events required a great deal of planning and volunteer help while being fairly stressful on the animals. It was decided late spring to discontinue these events. However, at the end of May the new Westside Adoption Center opened in donated space at a strip mall on the west side of Madison. This opening proved very successful with a good deal of foot traffic, 50 additional adoptions by the end of Year 1, and many local residents expressing great interest in having a center close by. In Year 2, DCHS plans to place FIV positive or feline immunodeficiency virus cats for adoption at the Westside location. The cat population is smaller at this center and the staff and volunteers will be able to give these cats and their potential adopters more individualized attention.

### III. Reducing Euthanasia

We exceeded both of our euthanasia goals – our healthy/treatable reduction goal by 41 animals and reduced our total euthanasia by 633 animals.

	Annual Baseline	Annual Actual	% Change	Annual Projected Decrease	Annual Actual Decrease	% of Total Goal
<b>EUTHANASIA</b>						
Healthy & Treatable	589	195	-67%	-353	-394	121%
Total Euthanasia	1797	1164	-35%	-353	-633	124%

Several factors throughout the year impacted euthanasia decisions in Year 1. Most importantly was the partnership established between DCHS and *Maddie’s® Pet Rescue Project* partners. DCHS as an open admission shelter has limited resources to care for every animal which enters the shelter. SFTS and DCFOF made a huge push to take more animals from DCHS rather than directly from the public resulting in less healthy/treatable euthanasia.

Secondly, DCHS expanded its use of foster care. A dedicated volunteer gives her time as our foster program coordinator. She works closely with the families to ensure they receive support and information needed to care for and socialize animals that may otherwise not be candidates for adoption. Fostering provides these animals with a less stressful environment and time if they need to recover from illness or stress.

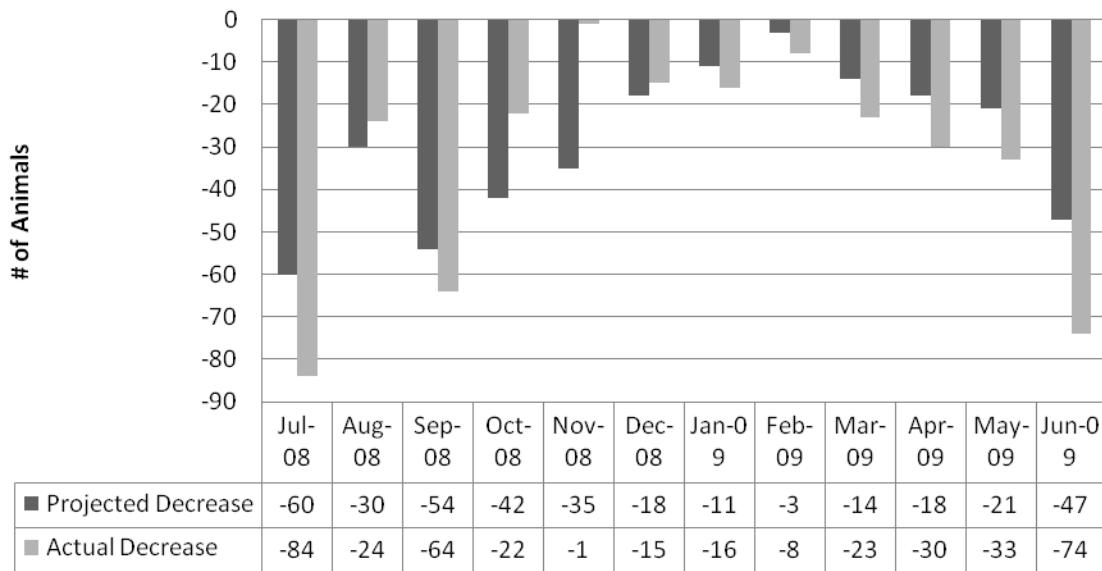
DCHS made several policy changes in regards to the treatment and care of animals in the shelter. Qualified staff members were given the authority to initiate treatment for cats exhibiting URI symptoms seven days a week. This resulted in better recovery times as cats were being treated earlier. DCHS set aside more isolation space and relaxed policies of isolating minor symptoms. Changes in cage care and cleaning in all kennel areas allowed for minimal exposure from cat to cat and therefore more animals on the adoption floor at a given time.

Lastly, the pet evaluation matrix was implemented across the coalition on March 1, 2009. Once in place, the matrix helped in classifying animals by establishing detailed categories and descriptions of healthy, treatable-rehabilitatable, treatable-manageable, and unhealthy & untreatable. This resulted in less animals being misclassified which aided in the decision process of transfer or euthanize.

#### ***Euthanasia Trends***

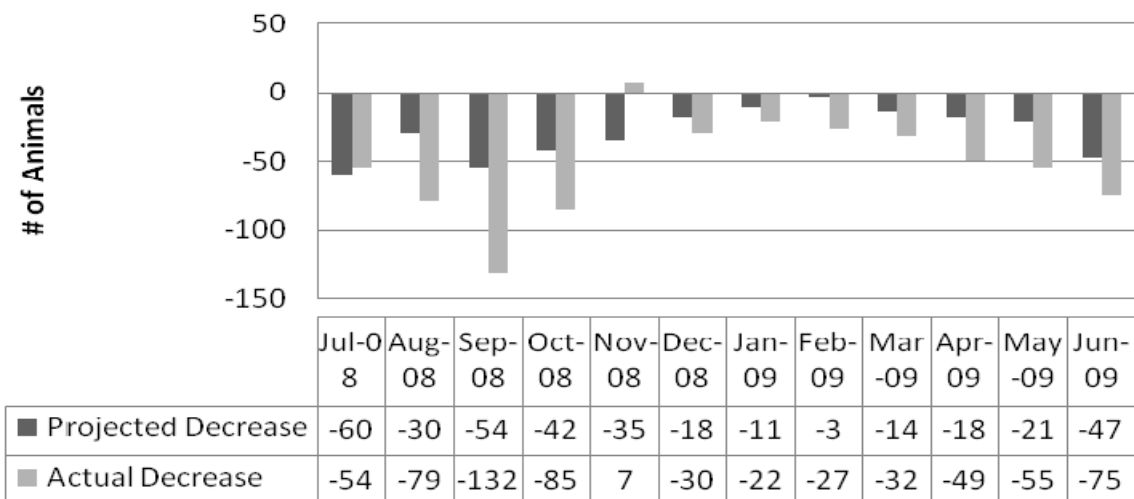
With the exception of July and November, the coalition exceeded the projected decrease of total euthanasia. In late October/early November there was a large surrender of 38 cats to DCHS from one household. All but a couple had advanced URI. Most were classified as Treatable-Rehabilitatable, but the shelters did not have the resources to treat them all. Later in November, there was an additional 41 cats received from a single household. All were admitted with or developed URI symptoms within a day of arrival. Despite classification of Treatable-Rehabilitatable, all but 6 were euthanized due to each having multiple health issues including URI, ear issues, eye injuries, dental disease, and Calici virus.

## Healthy & Treatable Euthanasia



DCHS exceeded its projected decrease of Healthy & Treatable euthanasia in all but 4 months of Year 1 and showed great success toward the end of the year. In quarter 4, DCHS euthanized only 1 Treatable - Manageable cat who was FIV+. Transferring the cat to a Maddie's® partner was not possible at the time. Again, October and November were unusual months in that they had two large surrenders of unhealthy, but treatable cats.

## Total Euthanasia



Overall challenges for Year 1 included difficulties in assigning Asilomar classification for individual animals with more than one treatable condition. Some euthanasia decisions were made where a combination of two or more illnesses made it impossible for DCHS to provide additional care needed due to lack of resources. For example, DCHS previously did not place FIV or FeLV positive cats on the adoption floor even though the condition is considered treatable. DCHS transferred several of these cats to the Happy Cat Club in Year 1 for adoption placement which proved to be successful. In Year 2, DCHS plans to place adoption ready FIV

positive or feline immunodeficiency virus cats at Adoption Center West. Also, DCHS is not able to provide some extensive surgical and dental care on a regular basis; though they work closely with the UW Veterinary Teaching hospital and private clinics when possible. In these cases, DCHS made every effort to transfer these animals to other rescues or adopters willing to take in these animals. Such outlets were not always available; however, transfer sites are becoming more readily available as the project grows.

## IV. Sustainability

### A. Fundraising and Set Aside

	Year One Set Aside	
	Set Aside Goal	Set Aside Actual
DCFOF	\$6,000	\$7,500
SFTS	\$5,000	\$ 9,372
DCHS	\$11,000	\$ 18,765.20
<b>Total</b>	<b>\$22,000</b>	<b>\$35,637.20</b>

Original set aside goals for Year 1 were exceeded by all coalition partners. These funds will be held in reserve to help offset costs of above baseline adoptions in years 6 & 7 of the *Maddie's® Pet Rescue Project*. Above set aside totals are as reported by each organization in their multiyear budgets submitted for the Strategic plan.

#### DCFOF

Dane County Friends of Ferals met their Year 1 goal of setting aside \$6,000 of the \$58,249.95 they received in adoption subsidies for Year 1. The additional \$1,500 set aside was from additional general fundraising throughout the year. DCFOF plans to have additional fundraising specific events in the coming year including a Spaghetti Dinner and the annual Tails from the Heart. Tails from the Heart, a volunteer organized event, generated approximately \$5,000 in donations in March 2009.

#### SFTS

In Year 1, SFTS agreed to set aside \$5,000 in reserve for future years of *Maddie's® Pet Rescue Project*. As an organization, SFTS sets aside approximately 3% of all incoming funds to cover future and unexpected expenses. SFTS exceeded their above baseline adoption goal by 53 animals allowing them to set aside more than originally planned. The additional \$4,372 is approximately \$82.50 per above baseline adoption.

#### DCHS

DCHS agreed to set aside \$11,000 to be put in reserve for future years of *Maddie's® Pet Rescue Project*. The additional \$7,765.20 was set aside through the DCHS Adoption Guarantee Fund. DCHS is already an adoption guarantee organization for canines. In Year 1, they started an Adoption Guarantee Fund for all highly desirable dogs and puppies. These canines are in demand and typically find homes quickly; therefore DCHS adds an additional \$100 fee to the regular adoption cost. The extra fee goes toward building the Adoption Guarantee Fund, which will enable DCHS to continue its efforts to find homes for every healthy, treatable, or manageable animal in Dane County.

## B. Organizational Development

Year One Adoption Subsidies					
	AB Goal	AB DCHS @ \$521.95	AB Public @ \$104.40	Total AB Actual	Total Amount
DCFOF	40	105	33	138	\$58,249.95
SFTS	100	153	0	153	\$79,858.35
DCHS*	213	n/a	223	223	\$23,594.40
<b>Totals</b>	<b>353</b>	<b>258</b>	<b>256</b>	<b>514</b>	<b>\$161,702.70</b>

\*Due to an arrangement made, DCHS was additionally paid \$313.20 for 3 AB cats in July and August.

### DCFOF

Adoption subsidies equaling \$58,249.95 were paid to DCFOF in 2008-2009. Adoption subsidies have been used to help secure the new shelter, Sly's place. Purchases and improvements have been made to more efficiently run the shelter including creating a full medical facility, surgical suites, and recovery rooms. Improved medical care and communication with volunteers has helped to ensure consistent and appropriate care for all resident cats yielding more animals available for adoption. DCFOF is very close to acquiring their first paid staff to help run the new shelter and increase their infrastructure.

### SFTS

Adoption subsidies equaling \$79,858.35 were paid to SFTS in 2008-2009. Additional computers and software purchased with Maddie's® funds have helped SFTS to organize and track their shelter intake and adoptions. SFTS continues to improve their physical and organizational infrastructure. Subsidies were used to add walls, new paint, countertops, and improved kenneling at their shelter. Organizationally they hired eight paid employees including an Adoption Outreach Coordinator, a Staff Veterinarian, and a Certified Veterinary Technician. SFTS is also utilizing their volunteers to process adoption applications, arrange for adoption counseling, and organize medical records.

### DCHS

Adoption subsidies equaling \$23,594.40 were paid to DCHS in 2008-2009.

Just prior to the start of *Maddie's® Pet Rescue Project*, DCHS moved adoptions out of the front office where surrenders and admitting takes place. The new Adoption Center is a more inviting area encompassing a gift shop where adopters can purchase all items necessary to take care of their new animals. Staff and some volunteers have been trained as adoption counselors. These individuals have the skills and information necessary to handle animal-adopter interactions. Counselors' help individuals determine which animal(s) are suitable for their lifestyle and help them through the adoption process. These changes along with altered shelter hours for peak use and private appointment availability have proven to be positive and will hopefully lead to more adoptions with fewer returns.

Full time training staff was hired in Quarter 2 of the project. Improved training protocols for both staff and volunteers have lead to more efficient running of the shelter. DCHS hopes this will lead to more retention of staff and volunteers yielding a more effective use of resources to help with animal adoptions. Improved use of resources should also help continue to decrease healthy-treatable euthanasia.

The adoption subsidies received have been incorporated into the overall shelter budget as revenue to help offset the costs of operations as the ultimate goal of the shelter is to find homes for our animals. Until recently, DCHS has been running on a deficit budget since moving to Voges Road. These subsidies are going toward programs and improvements designed to increase efficient use of shelter resources and to increase adoptions.

In December 2008, DCHS developed an Adoption Guarantee fee which will be set aside to help sustain an adoption guarantee community beyond the *Maddie's® Pet Rescue Project*. This \$100 fee is added to the regular adoption fee of highly desirable animals (i.e., puppies, popular breeds) who we know will be

adopted quickly. Currently this is only applied to dogs as DCHS is already considered adoption guarantee for canines.

## **V. Maddie Recognition**

Maddie's Fund is recognized at all collaborative adoption events using the Maddie dog costume and various posters, stickers, and handouts. The Maddie's Fund logo is included on all event promotions.

### **DCHS**

In January DCHS set up a special children's activity center outside of our Adoption Center. Always available at the table are *Maddie's<sup>®</sup> Tail Wag* coloring books and a supply of Maddie's<sup>®</sup> stickers. DCHS continues to recognize Maddie's Fund on our website, with posters and flyers around all satellite locations, and includes Maddie's<sup>®</sup> stickers on paperwork sent home with adopters. Maddie's<sup>®</sup> is also promoted at all education outreach events including providing *Maddie's<sup>®</sup> Tail Wag* to youth groups. The Maddie's<sup>®</sup> logo is included on all special event promotions.

### **DCFOF**

Maddie's Fund is recognized on all of our brochures, on adoption fair signs, on our website, on our quarterly newsletter which is mailed to approximately 500 homes and businesses and on our invitations and signs for our Tails from the Heart Fundraiser event.

### **SFTS**

We give Maddie's Fund recognition on our website, but also plan to dedicate much more time and space to this in the very near future with a new website in the works. We also give all our adopters identification tags supplied by Maddie's Fund, as well as using stickers on all our applications and adoption materials.