



Maddie's[®] Pet Rescue Project in Dane County

Year 2: Annual Report

July 2009 thru June 2010

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 2 –Goals

- Increase total adoptions of Dane County animals by 412 animals over the 2007 Annual baseline of 2,511 animals for a total of 2,923 adoptions.
- Reduce Healthy and Treatable Euthanasia by 412 animals from the Annual baseline of 589 animals equaling no more than 177 euthanized.
- Reduce Total Euthanasia by 412 animals from the Annual baseline of 1,797 animals yielding no more than 1,385 total animals euthanized.
- Set aside a minimum of \$21,000 to be used for administrative expenses in Years 6 & 7 of *Maddie's[®] Pet Rescue Project*.

Performance Overview

	Annual Baseline	Year 2 Actual	Diff +/- from Baseline	% Change	Annual Goal	Actual as % of Goal
INTAKE						
<i>Dane County Animals</i>						
AG – From DCHS	115	221	106	92%		
AG – From Public/non-partners	332	682	350	105%		
Total AG	447	903	456	102%		
DCHS – From Public/non- partners	4637	4386	-251	-5%		
Total Public Intake (DC Animals)	4969	5068	99	2%		
<i>Out of County Animals</i>						
Adoption Guarantee	439	95	-344	-78%		
Dane County Humane Society	322	342	20	6%		
Total Out of County Intake	761	437	-324	-43%		
Total Public Intake	5730	5505	-225	-4%		
ADOPTIONS						
<i>Dane County Animals</i>						
Adoption Guarantee	427	792	365	185%	594	133%
Dane County Humane Society	2084	2280	196	109%	2329	98%
Total Adoptions Dane County Animals	2511	3072	561	122%	2923	105%
<i>Out of County Animals</i>						
Adoption Guarantee	371	85	-286	23%		
Dane County Humane Society	206	267	61	130%		
Total Out of County Adoptions	577	352	-225	61%		
Total AG Adoptions	798	877	79	110%		
Total DCHS Adoptions	2290	2547	257	111%		
TOTAL ADOPTIONS	3088	3424	336	111%		
EUTHANASIA						
Healthy/Treatable Euthanasia (DCHS only)	589	68	-521	-88%	177	260%
Total Euthanasia	1765	1065	-700	-40%	1385	130%

Maddie's® Pet Rescue Project in Dane County has continually shown success as a coalition during Year 2. Total adoptions of Dane County animals were 33% over goal for the adoption guarantee partners and Dane County Humane Society reached 98% of their adoption goal. Total adoptions of Dane County animals were 561 animals (22%) over the coalitions' baseline year. The coalition successfully decreased the euthanasia of healthy/treatable animals by 521 animals as compared to baseline. In total, only 68 healthy/treatable animals were euthanized in Year 2 or 109 less than the coalition's target. Dane County successfully reached adoption guarantee for healthy/treatable dogs and cats for 4 months of Year 2. There were no healthy/treatable euthanasia in Quarter 3 and only 2 animals in Quarter 4. Total euthanasia decreased by 700 animals compared to the baseline year. A total of 997 unhealthy/untreatable animals were euthanized in Year 2. This was well below the goal of no more than 1353 animals euthanized. The collaboration successfully met their

goal of setting aside \$21,000 for administrative support of *Maddie's® Pet Rescue Project* in Years 6 & 7, through fundraising and subsidy savings.

II. Increasing Adoptions

As a coalition, Dane County animal adoptions were 5% over the goal of 2923 animals. Both SFTS and DCFOF exceeded their individual adoption goals. DCHS, a traditional shelter, was just 49 adoptions under their goal. Total adoptions, including out of county animals, increased by 11% compared to the 2007 baseline year. The adoption guarantee partners continue to see fewer out of county admissions as they focus on transferring animals from DCHS and public surrenders by Dane County residents. Out of county admissions to DCHS have remained comparable to the 2007 baseline year.

Adoptions Year 2– Dane County Animals Only					
	Baseline (BL)	Above Baseline (AB) Goal	Total Goal (BL+AB)	Actual Total	Actual as % of Total Goal
DCFOF	254	65	319	357	112%
SFTS	173	102	275	435	158%
AG Total	427	167	594	792	133%
DCHS	2084	245	2329	2280	98%
Total	2511	412	2923	3072	105%
Total Adoptions Year 2 – Dane County & Out of County Animals					
DCFOF	254			383	
SFTS	544			494	
DCHS	2290			2547	
Total	3088			3424	

Efforts to Increase Adoptions

A. Joint Adoption Events & Programs

	DCHS Goal	DCHS Actual	DCFOF Goal	DCFOF Actual	SFTS Goal	SFTS Actual	Total Goal	Total Actual
<i>Baseline Adoptions (Dane County Animals)</i>	2290	2290	254	254	173	173	2717	2717
Increase Adoption Staff & Expand Hours	70	70	15	40	50	140	135	250
Expand Adoption Outreach	100	81	20	35	0	50	120	166
Expand Foster Program	35	30	0	0	20	20	55	50
Improve Medical Treatment Protocols	0	0	10	28	0	37	10	65
Collaborative Adoption Events & Incentives	40	15	20	0	32	15	92	30
<i>Total Above Baseline by partner</i>	<i>245</i>	<i>196</i>	<i>65</i>	<i>103</i>	<i>102</i>	<i>262</i>	<i>412</i>	<i>561</i>
TOTAL DANE COUNTY ADOPTIONS	2,535	2,486	319	357	275	435	3,129	3,278

In Year 2, the collaboration hosted several adoption events and promotions. Although fun and informative for the public the adoption events, including Catapalooza and Autumn with the Animals did not generate many actual adoptions. These adoption events are planning and time intensive for volunteers. The partners intend to reevaluate the effectiveness of these events as compared to other collaborative opportunities and promotions such as the partnership with Mounds Petfood Warehouse to determine how best to utilize their resources.

The coalition's presence at Madison's Mounds locations continues to be successful. The integration of DCFOF and SFTS at all four locations was completed in Year 2; however SFTS decided to discontinue association at the Mounds Middleton location due to the large travel distance. SFTS did not feel they could provide the necessary support for their shelter animals nor provide adequate customer service to potential adopters. During Quarter 4, DCHS was still able to provide more adoption space at the Mounds locations for each partner due to DCHS's lower available cat population. DCHS volunteers provide daily care, socialization, and public access to all the cats at Mounds, including partner animals at no cost to SFTS or DCFOF. Policies have been designed so partners are contacted and complete their own adoption process if someone is interested in their animals. Toward the end of Year 2, DCHS and SFTS met to improve communications and procedures associated with the Mounds partnership. This communication has already strengthened this partnership.

In late November, an insert ad was published in the Wisconsin State Journal to coincide with Black Friday, the day after Thanksgiving holiday sales. The insert add included information about the *Maddie's® Pet Rescue Project* along with contact information for all adoption locations for the partners. The focus was a "Maddie's Money" coupon, good at all locations for either \$10 off cat or dog adoption fees or the purchase of a gift certificate. Unfortunately, this promotion was not as successful as hoped. Many people commented that they did see the ad run, but only a couple of coupons were used during the holiday promotion.

DCHS's Bark and Wine 2010 was reorganized to bring new life to this well established event including new entertainment, catered food, and a joint raffle fundraiser for the Maddie's collaboration. Raffle tickets were sold as \$5 per or 5 tickets for \$20. Tickets were sold by each partner organization on an independent basis at their shelter, regular adoption events, and at several Mounds Pet Food Warehouse every weekend through April and May. A total of \$20,235 was raised through the raffle. DCFOF raised \$1090 and SFTS raised \$435. These funds were deposited into the collaborative fundraising account for use in Years 6 & 7 of the project. The remaining was raised through DCHS sales and \$1,000 was contributed to the account.

DCHS and the collaboration continue to use media resources to promote the Mounds Satellite Adoption Centers and the *Maddie's® Pet Rescue Project in Dane County*. DCHS volunteers produce video clips of available cats in these locations with additional information about the project and partnership. Videos are featured on DCHS's website and via the DCHS's Facebook page and YouTube. DCFOF and SFTS also include links to these sites and have Facebook pages of their own.

B. Individual Adoption Efforts

DCFOF – Goal 319; Actual 357

At the end of Year 2, DCFOF exceeded their goal of 65 adoptions above baseline by an additional 38, for a total of 103 adoptions over baseline. The majority of these adoptions can be attributed to increasing adoption hours and expanding locations to provide more opportunities for the public to see the available cats. At the end of Quarter 2 DCFOF was below their above baseline target, and in response initiated an additional Friday afternoon adoption fair at MadCat Pet Supply store. The Friday afternoon time slot did not attract many potential adopters, and after two months DCFOF reallocated these efforts to a new Sunday fair at a new location. In March 2010 DCFOF began holding open shelter hours on Sundays for

tame cat adoption fairs. Grant funds provided by Maddie's specifically for promoting and maintaining adoption fairs were used to purchase the needed equipment.

To promote the adoption of "special needs" cats, DCFOF also began holding a special needs adoption fair once a month at Mounds Pet Food Warehouse in Madison. Smaller, easily transportable cat condos were purchased with Maddie's grant funds for the special needs fairs.

The increase in DCFOF adoptions is also the result of having more tame cats, which can be attributed to improved medical and handling protocols. During Year 2, DCFOF created a 'socializers' team, a group of volunteers who interact daily with the shelter cats and work with our staff veterinarian to provide cats with the most comfortable, stress free environment possible. Cats receiving medical care also receive additional attention and stimulation that best fits their circumstances. For those cats who are not accustomed to human interaction, the socialization process slowly introduces the feral and semi feral cats to human contact. The goal of these efforts was not, and is not, to make feral cats become tame indoor cats. Rather, DCFOF has observed a greater success rate of rehoming feral cats to rural properties when the cats are somewhat comfortable with human interaction and care. Anecdotal evidence from following up on rural adoptions indicates that a cat is more likely to remain at its new property when it is not fearful of its caregiver. An unexpected result of the socializing is that many of these 'feral' cats are becoming very friendly and better suited to indoor homes. The Sunday tame cat adoption fair at the shelter is helping to place these cats into new indoor homes.

SFTS – Goal 275; Actual 435

SFTS continues to exceed their total adoption goals through well attended adoption events at Petsmart every Saturday and alternating Sundays. SFTS successfully continues to adopt cats through the Mounds satellite locations. In June 2010, SFTS opened a new center for their Spay/Neuter program in Sun Prairie Wisconsin. In Year 3, the clinic will be further expanded to offer basic wellness exams for the public. With the relocation of the Spay Me clinic, there is additional room to expand and upgrade the animal shelter.

The new Shelter Manager, Fundraising and Outreach Manager, and Spay/Neuter staff has been instrumental in helping the Executive Director plan the outreach events and the expansion of the shelter's infrastructure. SFTS has experienced some staff turnover at the very end of Year 2; however, the positions will be filled for Year 3.

DCHS – Goal 2329; Actual 2280

DCHS's total cat and dog adoptions continue to be above baseline. However DCHS continues to struggle to meet its increased goals of Dane County animal adoptions. DCHS agreed to take the bulk of the collations adoption increase goals for Years 1 & 2. In Year 3, DCHS will reevaluate the division of the adoption goals amongst the partners. SFTS and DCFOF have been more than successful at meeting their increase goals and reestablishing goals will allow all three partners to be successful and receive more financial benefits.

During the last months of Year 2, DCHS continued to see a lower population of animals. DCHS continued to accept transfers from both DCFOF and SFTS in order to help lower the overall shelter population for all partners. This also allowed the partners to accept more treatable/manageable cats that would benefit from their expertise. DCHS did not transfer many animals to SFTS during Quarter 4 of Year 2 due to concerns regarding shelter conditions at SFTS. By the end of Year 2, these concerns had been addressed and the representatives met to strengthen the procedures and policies between the organizations so that the partnership could successfully continue.

The Maddie's® Adoption Committees continue focusing on increasing adoptions. In Quarter 3, DCHS formed the Maddie's Adoption Committee to focus on increasing adoptions. From this committee, four

subcommittees formed to focus on the topics of Technology, On-Site Efforts, Outreach and Promotions & Advertising. The Promotions & Advertising Subcommittee is completing a 2010-2011 promotional calendar. The possibility of including the partners is discussed and encouraged for promotional events. In Year 2, the Certified Pre-Owned Cat Special in June was very popular and DCHS successfully adopted 131 cats. For Year 3, plans are underway for Catapalooza in August, Autumn with the Animals in October, and Home for the Holidays in December. The other committees continue to focus on promoting animal adoption in the community, spay and neuter education, and using technology to showcase available animals to a broader audience. So far, numerous videos featuring available dogs, cats, and critters have been developed and are featured on the DCHS Facebook fan page via YouTube links. These videos focus on the benefits of rescue and DCHS has received many positive comments regarding these videos from the public both locally and from other states. Plans are underway to promote these videos in the shelter using viewing stations accessible to the public.

III. Reducing Euthanasia

As a coalition, both euthanasia goals for Year 2 were exceeded. We successfully saved all healthy and treatable animals for Quarter 3 and only euthanized 2 treatable animals in Quarter 4.

	Annual Baseline	Annual Actual	% Change	Annual Projected Decrease	Annual Actual Decrease	% of Total Goal
EUTHANASIA						
Healthy & Treatable	589	68	-88%	-412	-521	126%
Total Euthanasia	1797	1065	-41%	-412	-732	178%

DCHS’s success of placing the majority of their healthy and treatable cats was due to numerous factors including a lower overall animal population, continued availability of foster care homes, and available resources to house and rehome FIV/FelV+ cats. Transfers from DCHS to the project partners increased 92% from the 2007 baseline.

IV. Sustainability

A. Fundraising and Set Aside

Project Level Set Aside:

	Year 2 Set Aside Goal from Subsidies	Set Aside Actual from Subsidies	Adjustments Paid (to set aside fund)	Year 2 Fundraising Goal	Fundraising Actual	Total set aside
DCFOF	\$6,000.00	\$6,000.00	\$0.00	\$1,000.00	\$1,000.00	\$7,000.00
SFTS	\$6,000.00	\$5,487.00	\$513.00	\$1,000.00	\$1,000.00	\$7,000.00
DCHS	\$6,000.00	\$5,200.00	\$800.00	\$1,000.00	\$1,000.00	\$7,000.00
Total	\$18,000.00	\$16,687.00	\$1,313.00	\$3,000.00	\$3,000.00	\$21,000.00

Coalition partners agreed to set aside funds at the project level to be used for administrative costs in years 6 and 7 of *Maddie's® Pet Rescue Project in Dane County*. Each group set aside a portion of their earned subsidies and collaboratively raised an additional \$3,000 for a total of \$21,000 in Year 2. These funds are being held in a reserve account by DCHS, the lead agency.

The \$3,000 in collaborative fundraising was completed in Quarter 4 of *Maddie's® Pet Rescue Project in Dane County* through the Bark and Wine Raffle Fundraiser.

Partner Level Set Aside:

Year	DCFOF		SFTS		DCHS	
	Set Aside Goal	Set Aside Actual	Set Aside Goal	Set Aside Actual	Set Aside Goal	Set Aside Actual
1	\$6,000.00	\$7,500.00	\$5,000.00	\$9,372.00	\$11,000.00	\$18,765.20
2	\$8,070.00	\$9,500.00	\$12,663.00	\$3,832.00	\$30,417.00	\$7,449.30
Total	\$14,070.00	\$17,000.00	\$17,663.00	\$13,204.00	\$41,417.00	\$26,214.50

DCFOF

In Year 2, DCFOF reserved \$7,000 of the Maddie's Grant adoption subsidies for use in Years 6 & 7. During the first three quarters of year 2, DCFOF raised \$5,800 through independent fundraising efforts. A portion of this was put into their Maddie's reserve account. These efforts included a spaghetti dinner, an outdoor home committee donation fund, iGive shopping (online) donations, participation in PetFest 2009 with Westside Family Pet Clinic, donations for special medical needs, and animal sponsorships. DCFOF held its annual fundraiser, "Tails From The Heart" in April 2010. The event was held on a Saturday evening and tickets were sold for \$10 each. Over 200 different Madison area businesses donated silent auction items. After expenses, DCFOF netted approximately \$11,500. All proceeds from the "Tails From The Heart" fundraiser have been placed in a medical reserve fund to support and maintain medical care for shelter and foster cats.

SFTS

SFTS continues to set aside 3% of every subsidy payment received including from the *Maddie's® Spay & Neuter Project in Dane County*. SFTS acknowledges that this is not enough to meet the set aside needs for Years 6, 7 and beyond. They are actively researching and planning additional fundraisers to be implemented in Year 3 and beyond including an adoption guarantee fee similar to the DCHS program. The adoption guarantee fee is an additional "one-time" fee added to the set adoption cost of highly desirable animals such as kittens, puppies, and specific breeds. This fee will help to offset additional costs associated with housing and rehabilitating animals with special needs, including those with medical and behavioral issues considered treatable or manageable.

DCHS

Since Year 1, DCHS implemented an adoption guarantee fee to the base adoption fee of highly desirable animals. Supporters can also directly donate to the adoption guarantee fund which is held in savings. DCHS acknowledges that this is not enough to cover the cost of above baseline adoptions in Years 6 & 7. Current adoption subsidies do not cover animal costs and therefore all DCHS departments have increased their fundraising efforts to help increase revenue. They are actively researching and implementing shelter policies and programs to help reduce costs associated with sheltering animals in order to decrease the total amount of set aside funds needed to continue meeting project goals in Years 6, 7, and beyond. In addition DCHS is developing project specific fundraisers and promoting the adoption guarantee fund in order to meet set aside goals in Year 3. Funds raised are not currently being deposited to savings as DCHS has determined that it is more beneficial to the shelter to raise funds in the years they are needed. DCHS has been very successful with meeting their needs in the past and feel that they will be able to

support their project goals in this way. Should fundraising efforts not meet goals, DCHS does have investment accounts to use if needed.

B. Organizational Development

Adoption Subsidies: July 2009-June 2010								
	AB Goal	AB DCHS @ \$470	AB Public @ \$94	AG DCHS @ \$470	AG Public @ \$94	Total AB Actual	Total Amount Owed	Actual Amount Paid
DCFOF	65	65	0	36	2	103	\$47,658.00	\$47,658.00
SFTS	102	102	0	20	140	262	\$70,500.00	\$70,500.00
DCHS	245	0	196	0	0	196	\$18,424.00	\$18,424.00
Totals	412	167	196	56	142	561	\$136,582.00	\$136,582.00

DCFOF

Adoptions subsidies received by DCFOF were used primarily to cover medical costs and supplies for shelter and foster cats. This included medical and surgical supplies, medications, veterinary services and diagnostics testing. During Year 2, DCFOF created a paid intake and medical assistant position that manages weekly transfer of cats from DCHS to DCFOF, and provides assistance to our staff veterinarian. This position is approximately 10 hours per week. Adoption subsidies were also used for some shelter supplies and adoption supplies.

SFTS

SFTS has continued to use a portion of their adoption subsidies to update their shelter space and maintain additional staff including a shelter manager and fundraising/outreach manager. SFTS's "Spay Me" clinic had expanded beyond the main shelter capacity. They were able to obtain space and move the spay and neuter program to a separate location in Sun Prairie, Wisconsin. SFTS can now focus on updating and expanding their kennel and administrative space at the main shelter. SFTS plans to recruit volunteers to complete much of the physical labor and hopes to receive sponsorships for supplies. A portion of their subsidies will be used to offset costs of remodeling.

DCHS

DCHS subsidies have been added to the adoption department budget as Maddie's Adoption Income to help offset adoption costs associated with all shelter animals. These funds along with fundraising efforts in all departments of the shelter have helped DCHS to reorganize and increase shelter and satellite center space. Better utilization of the shelter space allows for more animals available for adoption and an overall healthier environment.

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. The collaboration is planning to purchase large vinyl banners printed with *Maddie's® Pet Rescue Project in Dane County* and all partner logos for use at events.

Maddie's Fund is recognized on the community collaborative website www.DaneCountyRescues.org. This internet site is currently being updated by the coordinator for *Maddie's® Pet Rescue Project*. It will continue to be reorganized and promoted throughout the project.

DCHS

DCHS has a popular children's activity center outside of our Adoption Center. Always available at the table are *Maddie's® Tail Wag* coloring books and a supply of Maddie's® stickers. DCHS continues to recognize Maddie's Fund on our website, with posters and flyers around all satellite locations, and includes Maddie's® stickers or logo on paperwork sent home with adopters. Maddie's® Project is also promoted at all education outreach events including providing *Maddie's® Tail Wag* to youth groups. The Maddie dog costume is also worn as often as possible.

DCFOF

DCFOF continues to include the Maddie's logo on all brochures, applications, newsletters, educational materials, and our website.

SFTS

SFTS gives Maddie's Fund recognition on their website with plans to expand this information in year 2. They continue to give all adopters identification tags supplied by Maddie's Fund, as well as using stickers on all applications and adoption materials.