

Maddie's Fund®
Community Grants Program



The Pet Rescue Foundation

*The Adoption Application for a
Community Collaborative Project*
(Revised November 2006)

Part I: Application Information

1. THE PROJECT TITLE: Maddie's® Pet Rescue Project in Dane County, Wisconsin
2. PREPARED BY: Pam McCloud Smith, Executive Director
Jan Viney, Development Director

DATE OF SUBMISSION: May 1, 2009

Part II: Lead Agency Information

3. ORGANIZATION

3a) LEAD AGENCY NAME Dane County Humane Society		
3b) ADDRESS 5132 Voges Road		
3c) CITY Madison	3d) STATE WI	3e) ZIP CODE 53718
3f) TELEPHONE (608) 838-0413	3g) FAX (608) 838-0368	3h) WEB SITE www.giveshelter.org
3i) EMAIL ADDRESS PMSmith@giveshelter.org	3j) CONTACT (Name/Title) Pam McCloud Smith Executive Director	3k) CONTACT TELEPHONE (608) 838-0413 ext. 111
3l) FED TAX EXEMPT STATUS Exempt	3m) TAX ID NUMBER 39-0806335	3n) INCORPORATION DATE 1921

4. MISSION STATEMENT OF THE LEAD AGENCY

"Helping People Help Animals"

5. HISTORY OF THE LEAD AGENCY

Dane County Humane Society (DCHS), a 501(c)(3) non-profit corporation, was incorporated in 1921 and is one of the nation's oldest animal welfare organizations. Mrs. Milo Kittelson, wife of a former mayor of Madison, and a group of other concerned citizens, signed DCHS articles of incorporation on May 26, 1921.

October 20, 2009

For 30 years, Mrs. Kittelson served as president and watched DCHS grow from a small group of volunteers to a dynamic and successful organization. By the mid-1950s, DCHS boasted four paid workers, an ambulance, an education coordinator, and an office in downtown Madison.

During this time, animals were sheltered by a local veterinarian. By the 1960s, this facility was no longer capable of handling the increasing number of animals. Deeded a tract of land, DCHS launched a fund drive to build a shelter. Ground was broken on August 18, 1965, and the new shelter opened on January 1, 1966. In response to the desperate need for even more space, as well as isolation and storage facilities, another major fund drive enabled DCHS to expand the facility in 1985.

The number of animals needing assistance continued to grow and, on July 20, 2000, DCHS opened the doors to a newly constructed building. Set on 29 acres, the 14,600 square foot building includes a training room, an education center, a modern veterinary clinic, a grooming room, a barn for livestock, dog kennels, cat areas, exotics room, walking trails, and several outside fenced play yards.

Today, DCHS serves almost 7,000 animals per year. We continue to be a leader in low cost spay and neuter services to the community as well as humane education, adoption services, wildlife rehabilitation, and mobile outreach.

6. DOES THE LEAD AGENCY OPERATE A SHELTER FACILITY? YES NO

7. DOES THE LEAD AGENCY OPERATE A SPAY/NEUTER FACILITY? YES NO

8. FINANCIAL INFORMATION FOR THE LEAD AGENCY

A copy of the Lead Agency's most recent audit or financial statements and a copy of the Lead Agency's IRS Determination Letter are included.

	2008	2007	2006	2005
8a) Total Revenue	\$1,998,562	\$1,986,942	\$2,134,947	\$3,587,157
8b) Total Expenses	\$2,482,009	\$2,493,666	\$2,522,280	\$2,403,989
8c) Total Net Assets	\$5,566,433	\$6,049,880	\$6,606,714	\$6,873,646
8d) Calendar Year or Fiscal Year (include month FY begins)	Calendar Year	Calendar Year	Calendar Year	Calendar Year

9. IS THE LEAD AGENCY AUDITED ON AN ANNUAL BASIS? yes YES NO

Part III: Target Community

10. GEOGRAPHIC AREA

Identify the geographic area (e.g., city, county, region or state) that comprises your target community.

Dane County - Wisconsin

11. POPULATION ESTIMATES FOR TARGET COMMUNITY

11a) Human Population (HP) of Dane County	482,705
11b) Date of Data	2008
11c) Estimated Population of Cats (not including ferals) [(HP divided by 2.67) multiplied by .66]	119,320
11d) Estimated Population of Dogs [(HP divided by 2.67) multiplied by .58]	104,857

12. ANIMAL ORGANIZATIONS IN THE TARGET COMMUNITY

12. ANIMAL SHELTERS & OTHER WELFARE GROUPS IN THE TARGET COMMUNITY List Groups by Name under the appropriate Type	(12a) OPERATES SHELTER Yes/No	(12b) S/N CLINIC Yes/No	(12c) S/N BEFORE ADOPTION Yes/No	(12d) IN THE PROJECT Yes/No
Category 1: Traditional Shelters (TR)				
Dane County Humane Society	Yes	Yes	Yes	Yes
Category 2: Adoption Guarantee Organizations (AG)				
Shelter from the Storm	No	No	Yes	Yes
Dane County Friends of Ferals	No	No	Yes	Yes
Angel's Wish	No	No	Yes	No*
Badgerland German Shepherd Rescue	No	No	Yes	No*
Midwest Area Pit Stop Inc.	No	No	Yes	No*
Companion Animal Hospital	No	No	Yes	No*
The Twig Project	No	No	Yes	No*
Wisconsin Greyhound Pets of America	No	No	Yes	No*
Wisconsin Bichon Frise Rescue	No	No	Yes	No*
Midwest Italian Greyhound Rescue	No	No	Yes	No*
Madison Mutts/Shelter Support Services	No	No	Yes	No*
German Shepherd Rescue Alliance of Wisconsin	No	No	Yes	No*
Kindred Spirits Animal Network Inc.	No	No	Yes	No*
Second Chance Border Collie Rescue of Wisconsin	No	No	Yes	No*
Animal Rescue and Veterinary Support Services	No	No	Yes	No*
Country Animal Haven	No	No	Yes	No*
All Creatures Veterinary Hospital	No	No	Yes	No*
*Declined due to restrictions against "out of county" intake and transfers.				

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Part IV: Baseline Year Statistics

13. BASELINE YEAR

13) Calendar Year 2007

14. COLLECTING STATISTICS FROM COALITION MEMBERS

See attached.

The shelter administrator for each participating group must sign the group's baseline year statistics. Please note that the lead agency will need to submit the signed annual summary report from each participating group with this application. You do not need to submit the monthly reports but you should keep all this information. If your project is approved for funding, you will be asked to submit the signed monthly reports.

15. COMPILING THE SHELTER STATISTICS FOR EACH CATEGORY OF ORGANIZATIONS

Once you've collected the shelter statistics from each participating group, you should organize the data by category (i.e., traditional shelters and adoption guarantee organizations), compile the annual reports from *all* participating groups in *each category* into **one table**, and complete the appropriate summary report.

A) ANIMAL CONTROL/TRADITIONAL SHELTER

	NAME OF ORGANIZATION: Dane County Humane Society	Dog	Cat	Total
	DATE OF REPORT: (1/1/07-12/31/07)			
A	BEGINNING SHELTER COUNT (1/1/07)	67	199	266
	INTAKE (Live Dogs & Cats Only)			
	<i>From the Public</i>			
	Healthy	1123	1084	2207
	Treatable – Rehabilitatable	323	1371	1694
	Treatable – Manageable	17	85	102
	Unhealthy & Untreatable	231	725	956
B	Subtotal Intake from the Public	1694	3265	4959
	<i>Incoming Transfers from Organizations within Community/Coalition</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
C	Subtotal Intake from Incoming Transfers from Orgs within Community/Coalition	0	0	0
	<i>Incoming Transfers from Organizations outside Community/Coalition</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0

	Unhealthy & Untreatable	0	0	0
D	Subtotal Intake from Incoming Transfers from Orgs outside Community/Coalition	0	0	0
	<i>From Owners/Guardians Requesting Euthanasia</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	72	121	193
E	Subtotal Intake from Owners/Guardians Requesting Euthanasia	72	121	193
F	Total Intake [B + C + D + E]	1766	3386	5152
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	72	121	193
H	ADJUSTED TOTAL INTAKE [F minus G]	1694	3265	4959
	ADOPTIONS (only dogs and cats adopted by the public)			
	Healthy	343	771	1114
	Treatable – Rehabilitatable	267	863	1130
	Treatable – Manageable	35	5	40
	Unhealthy & Untreatable	4	2	6
I	TOTAL ADOPTIONS	649	1641	2290
	OUTGOING TRANSFERS to Organizations within Community/Coalition			
	Healthy	25	33	58
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
J	TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition	25	90	115
	OUTGOING TRANSFERS to Organizations outside Community/Coalition			
	Healthy	16	39	55
	Treatable – Rehabilitatable	21	22	43
	Treatable – Manageable	2	4	6
	Unhealthy & Untreatable	0	0	0
K	TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition	39	65	104
L	RETURN TO OWNER/GUARDIAN	725	216	941
	DOGS & CATS EUTHANIZED			
M	Healthy (Includes Owner/Guardian Requested Euthanasia)	0	28	28
N	Treatable – Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	0	482	482
O	Treatable – Manageable (Includes Owner/Guardian Requested Euthanasia)	0	79	79
P	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	348	828	1176
Q	Total Euthanasia [M + N + O + P]	348	1417	1765
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	72	121	193
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	276	1296	1572
T	SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	1714	3308	5022
U	DIED OR LOST IN SHELTER/CARE	0	26	26
V	TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	1714	3334	5048

W	ENDING SHELTER COUNT (12/31/07)	47	130	177

B) ADOPTION GUARANTEE ORGANIZATIONS

	NAME OF ORGANIZATION: Dane County Friends of Ferals & Shelter From The Storm	Annual		
		Dog	Cat	Total
A	BEGINNING SHELTER COUNT	42	154	196
	INTAKE (Live Dogs & Cats Only)			
	<i>From the Public</i>			
	Healthy	33	163	196
	Treatable – Rehabilitatable	0	26	26
	Treatable – Manageable	0	1	1
	Unhealthy & Untreatable	0	96	96
B	Subtotal Intake from the Public	33	286	319
	<i>Incoming Transfers from Maddie Partners (specify orgs)</i>			
	Healthy	25	50	75
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
C	Subtotal Intake from Incoming Transfers from Maddie Partners	25	107	132
	<i>Incoming Transfers from Non-Partners in Dane County (specify orgs)</i>			
	Healthy	0	10	10
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	3	3
	Unhealthy & Untreatable	0	0	0
D1	Subtotal Intake from Incoming Transfers from Non-Partners in Dane County	0	13	13
	<i>From Out of County (specify orgs)</i>			
	Healthy	257	182	439
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
D2	Subtotal Intake from Out of County	257	182	439
	<i>From Owners/Guardians Requesting Euthanasia</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
E	Subtotal Intake from Owners/Guardians Requesting Euthanasia	0	0	0
F	Total Intake [B + C + D + E]	315	588	903
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	0	0	0
H	ADJUSTED TOTAL INTAKE [F minus G]	315	588	903
	ADOPTIONS (only dogs and cats adopted by the public)			
	<i>Involving Dogs and Cats from DCHS (Dane County animals only)</i>			
	Healthy	25	52	77
	Treatable – Rehabilitatable	0	18	18
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	16	16
	Subtotal Adoptions Involving Dogs and Cats from DCHS (Dane County animals)	25	86	111
	<i>Involving Dogs and Cats From the Public and Other Organizations (Dane County Animals only)</i>			
	Healthy	45	219	264
	Treatable – Rehabilitatable	0	16	16
	Treatable – Manageable	0	1	1

	Unhealthy & Untreatable	0	35	35
	Subtotal Adoptions Involving Dogs and Cats From the Public and Other Organizations (Dane County animals only)	45	271	316
	SUBTOTAL ADOPTIONS - DANE COUNTY ANIMALS ONLY	70	357	427
	<i>Involving Dogs and Cats from Out of County</i>			
	Healthy	259	112	371
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal Adoptions Involving Dogs and Cats from Out of County	259	112	371
I	TOTAL ADOPTIONS	329	469	798
	OUTGOING TRANSFERS to Organizations within Community/Coalition (specify orgs)			
	Healthy	0	17	17
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
J	TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition	0	17	17
	OUTGOING TRANSFERS to Organizations outside Community/Coalition (specify orgs)			
	Healthy	0	24	24
	Treatable – Rehabilitatable	0	4	4
	Treatable – Manageable	0	2	2
	Unhealthy & Untreatable	0	0	0
K	TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition	0	30	30
L	RETURN TO OWNER/GUARDIAN	0	5	5
	DOGS & CATS EUTHANIZED			
M	Healthy (Includes Owner/Guardian Requested Euthanasia)	0	0	0
N	Treatable – Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	0	0	0
O	Treatable – Manageable (Includes Owner/Guardian Requested Euthanasia)	0	0	0
P	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	8	24	32
Q	Total Euthanasia [M + N + O + P]	8	24	32
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	0	0	0
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	8	24	32
T	SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	337	545	882
U	DIED OR LOST IN SHELTER/CARE	0	29	29
V	TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	337	574	911
W	ENDING SHELTER COUNT	20	168	188

16. COMPILING THE SHELTER STATISTICS FOR THE TARGET COMMUNITY

	NAME OF ORGANIZATION: Dane County Community Summary	Annual		
		Dog	Cat	Total
A	BEGINNING SHELTER COUNT	109	353	462
	INTAKE (Live Dogs & Cats Only)			
	<i>From the Public</i>			
	Healthy	1156	1247	2403
	Treatable – Rehabilitatable	323	1397	1720
	Treatable – Manageable	17	86	103
	Unhealthy & Untreatable	231	821	1052
B	Subtotal Intake from the Public	1727	3551	5278
	<i>Incoming Transfers from Maddie Partners (specify orgs)</i>			
	Healthy	25	50	75
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
C	Subtotal Intake from Incoming Transfers from Maddie Partners	25	107	132
	<i>Incoming Transfers from Non-Partners in Dane County (specify orgs)</i>			
	Healthy	0	10	10
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	3	3
	Unhealthy & Untreatable	0	0	0
D1	Subtotal Intake from Incoming Transfers from Non-Partners in Dane County	0	13	13
	<i>From Out of County (specify orgs)</i>			
	Healthy	257	182	439
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
D2	Subtotal Intake from Out of County	257	182	439
	<i>From Owners/Guardians Requesting Euthanasia</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	72	121	193
E	Subtotal Intake from Owners/Guardians Requesting Euthanasia	72	121	193
F	Total Intake [B + C + D + E]	2081	3974	6055
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	72	121	193
H	ADJUSTED TOTAL INTAKE [F minus G]	2009	3853	5862
	ADOPTIONS (only dogs and cats adopted by the public)			
	<i>Involving Dogs and Cats from DCHS (Dane County animals only)</i>			
	Healthy	25	52	77
	Treatable – Rehabilitatable	0	18	18
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	16	16
	Subtotal Adoptions Involving Dogs and Cats from DCHS (Dane County animals)	25	86	111
	<i>Involving Dogs and Cats From the Public and Other Organizations (Dane County Animals only)</i>			
	Healthy	388	990	1378
	Treatable – Rehabilitatable	267	879	1146

	Treatable – Manageable	35	6	41
	Unhealthy & Untreatable	4	37	41
	Subtotal Adoptions Involving Dogs and Cats From the Public and Other Organizations (Dane County animals only)	694	1912	2606
	SUBTOTAL ADOPTIONS - DANE COUNTY ANIMALS ONLY	719	1998	2717
	<i>Involving Dogs and Cats from Out of County</i>			
	Healthy	259	112	371
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal Adoptions Involving Dogs and Cats from Out of County	259	112	371
I	TOTAL ADOPTIONS	978	2110	3088
	OUTGOING TRANSFERS to Organizations within Community/Coalition (specify orgs)			
	Healthy	25	50	75
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
J	TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition	25	107	132
	OUTGOING TRANSFERS to Organizations outside Community/Coalition (specify orgs)			
	Healthy	16	63	79
	Treatable – Rehabilitatable	21	26	47
	Treatable – Manageable	2	6	8
	Unhealthy & Untreatable	0	0	0
K	TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition	39	95	134
L	RETURN TO OWNER/GUARDIAN	725	221	946
	DOGS & CATS EUTHANASIED			
M	Healthy <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	28	28
N	Treatable – Rehabilitatable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	482	482
O	Treatable – Manageable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	79	79
P	Unhealthy & Untreatable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	356	852	1208
Q	Total Euthanasia [M + N + O + P]	356	1441	1797
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	72	121	193
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	284	1320	1604
T	SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	2051	3853	5904
U	DIED OR LOST IN SHELTER/CARE	0	55	55
V	TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	2051	3908	5959
W	ENDING SHELTER COUNT	67	298	365

Part V: Establishing Project Baselines

17. PROJECT BASELINES

Please identify the healthy euthanasia, treatable euthanasia, total euthanasia and adoption baselines for your project, using the shelter statistics compiled in Sections 15 - 16.

HEALTHY EUTHANASIA BASELINES

17a	For All Animal Control Shelters	N/A
17b	For All Traditional Shelters	28
17c	Total Healthy Euthanasia Baseline	28

TREATABLE EUTHANASIA BASELINES

17d	For All Animal Control Shelters	N/A
17e	For All Traditional Shelters	561
17f	Total Treatable Euthanasia Baseline	561

TOTAL EUTHANASIA BASELINES

17g	For All Animal Control Shelters	N/A
17h	For All Traditional Shelters	1,765
17i	For All Adoption Guarantee Organizations	32
17j	Total Euthanasia Baseline	1,797

ADOPTION BASELINES – Dane County Animals

17k	For All Animal Control Shelters	N/A
17l	For All Traditional Shelters	2,290
17m	For All Adoption Guarantee Organizations	427
17n	Total Adoption Baseline	2,717

Please provide a breakdown of the TOTAL ADOPTIONS (Dane County animals) performed by all participating Adoption Guarantee Organizations during the Baseline Year by identifying the number of adoptions involving dogs and cats received from Animal Control and Traditional Shelters and the number of adoptions involving dogs and cats received from the public or other organizations.

ADOPTION BASELINE FOR ALL ADOPTION GUARANTEE ORGANIZATIONS

17o	Involving Animals from Animal Control & Traditional Shelters	111
17p	Involving Animals from Public and Other Organizations	316
17q	Total Adoption Baseline for Adoption Guarantee Organizations	427

18) BASELINE YEAR LIVE RELEASE RATE for your target community.

To support the implementation of the Asilomar Accords, Maddie's Fund has adopted the Live Release Rate as one of its measurement tools to track the progress of shelters and communities. Our formula is calculated by taking the number of animals leaving the shelter or community **alive** and dividing it by the total number of animals leaving the shelter or community.

The Baseline Year Live Release Rate = [(Adoptions plus Outgoing Transfers to Organizations Outside the Target Community plus Return to Owner/Guardian) *divided by* (Subtotal Outcomes minus Outgoing Transfers to Organizations within the Target Community)] *multiplied by* 100.

18)	72%
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The Baseline Year Live Release Rate for our target community does not include 193 owner/guardian requested euthanasia which were unhealthy & untreatable and 55 dogs and cats who died or were lost in the shelter/care.

Part VI: Above Baseline (AB) Targets

19. REDUCTION IN HEALTHY AND TREATABLE EUTHANASIA TARGET

19a)	Yr 2	70% of Healthy + Treatable Euthanasia Baseline	$589 \times .70$	412
19b)	Yr 3	80% of Healthy + Treatable Euthanasia Baseline	$589 \times .80$	471
19c)	Yr 4	90% of Healthy + Treatable Euthanasia Baseline	$589 \times .90$	530
19d)	Yr 5	100% of Healthy + Treatable Euthanasia Baseline	589	589
19e)	Yr 6	100% of Healthy + Treatable Euthanasia Baseline	589	589
19f)	Yr 7	100% of Healthy + Treatable Euthanasia Baseline	589	589

Note: The reduction in Total Euthanasia is equal to the reduction in Healthy + Treatable reduction target.

20. ABOVE BASELINE (AB) ADOPTION TARGET

The ABOVE BASELINE ADOPTION TARGET is equal to the Reduction in Healthy and Treatable Euthanasia Target.

20a)	Yr 2	Above Baseline Target	412
20b)	Yr 3	Above Baseline Target	471
20c)	Yr 4	Above Baseline Target	530
20d)	Yr 5	Above Baseline Target	589
20e)	Yr 6	Above Baseline Target	589
20f)	Yr 7	Above Baseline Target	589

Part VII: Establishing Goals for the Project

21. HEALTHY AND TREATABLE EUTHANASIA GOALS

Healthy + Treatable Euthanasia	Jul	Aug	Sep	Oct	Nov	Dec	Y1.1	Jan	Feb	Mar	Apr	May	Jun	Y1.2	Total
Dane County Humane Society															
Baseline	101	50	87	73	61	28	400	18	9	24	30	33	75	189	589
Reduction Target	-71	-35	-61	-51	-42	-20	-280	-13	-6	-17	-21	-23	-52	-132	-412
Total Year 2 Goal	30	15	26	22	19	8	120	5	3	7	9	10	23	57	177

22. TOTAL EUTHANASIA GOALS

Total Euthanasia	Jul	Aug	Sep	Oct	Nov	Dec	Y1.1	Jan	Feb	Mar	Apr	May	Jun	Y1.2	Total
Dane County Humane Society															
Baseline	180	175	238	243	153	101	1090	83	77	117	111	133	154	675	1765
Reduction Target	-71	-35	-61	-51	-42	-20	-280	-13	-6	-17	-21	-23	-52	-132	-412
Goal	109	140	177	192	111	81	810	70	71	100	90	110	102	543	1353
Dane County Friends of Ferals															
Baseline	0	1	0	1	0	0	2	0	0	0	0	0	0	0	2
Reduction Target	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Goal	0	1	0	1	0	0	2	0	0	0	0	0	0	0	2
Shelter from the Storm															
Baseline	2	2	4	8	2	4	22	0	0	0	5	0	3	8	30
Reduction Target	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Goal	2	2	4	8	2	4	22	0	0	0	5	0	3	8	30
Project Total															
Total Baseline	182	178	242	252	155	105	1114	83	77	117	116	133	157	683	1797
Total Reduction Target	-71	-35	-61	-51	-42	-20	-280	-13	-6	-17	-21	-23	-52	-132	-412
Total Year 2 Goal	111	143	181	201	113	85	834	70	71	100	95	110	105	551	1385

28. TOTAL GRANT REQUEST FOR PROJECT \$ 844,050

Part IX: Year Two Project

35. YEAR TWO PROGRAMS AND SERVICES

Maddie's Fund requires that at least 60% of the adoption grant funds be distributed to the participating collaborative organizations for performing the above baseline adoptions. Additionally, Maddie's Fund has introduced a 5-to-1 adoption subsidy differential to promote adoptions involving animals taken from animal control and traditional shelters. For each above baseline adoption involving a dog or cat taken from animal control or a traditional shelter, adoption guarantee (AG) organizations must receive a subsidy five times greater than the subsidy they will receive for above baseline adoptions involving dogs or cats from other sources (i.e., the public or other organizations).

35A) Year Two Adoption Subsidies:

- (1) Year 2 adoption subsidy for pets transferred from DCHS: **\$ 470**
- (2) Year 2 adoption subsidy for pets taken from the public: **\$ 94**
- (3) Year 2 contingency fund for adoptions in excess of goal*: **0**

*Note: Per Maddie's Fund, a contingency fund is not required

35b) Year Two Adoption Goals:

Organization	Total Baseline Adoptions	AB Target Transferred from DCHS Animals	AB Target Public Animals	Total AB Target Animals	Total Adoption Goal	Subsidy for Transferred from DCHS animals	Subsidy for Public animals	Total Adoption Subsidy
DCHS	2,290	0	245	245	2,535	\$0	\$23,030	\$23,030
DCFOF	254	65	0	65	319	\$30,550	\$0	\$30,550
SFTS	173	102	0	102	275	\$47,940	\$0	\$47,940
TOTAL	2,717	167	245	412	3,129			\$101,520

35c) Procedure for Distributing the Adoption Subsidies and Contingency Fund:

- Monthly reports from each participating agency will be submitted to and completed by DCHS by the 10th of the following month.
- These reports will detail the number of adoptions and be segmented by those animals received from the public vs. those received from traditional shelters and by "in county" vs. "out of county" intake.
- The amount of distribution will be reconciled against above baseline adoption performance and submitted to the DCHS accountant for payment to collaborative partners on a monthly basis.
- Above baseline performance will be reconciled "to date" for each month.

35d) Year Two Programs and Services:

Project members in Dane County will increase adoptions through a variety of collaborative and individual events and programs. As adoption goals are reached, euthanasia at DCHS will continue to decline.

Each organization is responsible for achieving their baseline plus above baseline adoptions. Above baseline adoption goals are divided among the organizations based upon participation levels determined annually.

Strategies for Increasing Adoptions

	DCHS	DCFOF	SFTS	Total
<i>Baseline Adoptions (Dane County Animals)</i>	2290	254	173	2717
Increase Adoption Staff & Expand Hours	70	15	50	135
Expand Adoption Outreach	100	20	0	120
Expand Foster Program	35	0	20	55
Improve Medical Treatment Protocols	0	10	0	10
Collaborative Adoption Events & Incentives	40	20	32	92
<i>Total Above Baseline by partner</i>	245	65	102	412
TOTAL DANE COUNTY ADOPTIONS	2,535	319	275	3129

Increase Adoption Staff & Expand Hours

DCHS

In early 2009, revisions to DCHS's volunteer program were made placing a strong focus on utilizing volunteers in roles of greatest need, such as performing adoptions. This should allow us to reduce waiting periods for adopters waiting to meet or take home an animal. Increases in volunteer support will also enable us to increase the number of hours our Mounds Satellite Adoption Centers are open to the public as well as up the number of Mobile Adoption Events we can accommodate.

DCFOF

Dane County Friends of Ferals (DCFOF) established a permanent adoption center for feral cats which allows potential adopters to meet with volunteers and the cats prior to adoption. DCFOF volunteers will continue to deliver feral cats to their new owners' property to ensure the cats will receive appropriate care. The new facility also provides additional storage for more adoption fair supplies.

SFTS

SFTS has hired an Adoption Outreach Coordinator whose main responsibility is to optimize our adoption events and help us meet and exceed our baseline set for the Pet Rescue Project. Our goal is to help expedite the movement of our animals through our rescue to minimize the time it takes to place them into their permanent home.

Expand Adoption Outreach

DCHS

In addition to expanding the number of Mobile Adoption Events we can coordinate, we are exploring options for opening a new Adoption Center on the west side of Madison. It is our hope that this new Adoption Center will bring with it many benefits including increasing awareness about animal adoption opportunities, creating a more customer friendly adoption experience for adopters and allowing us to space out our animals more in order to help reduce the spread of disease.

DCFOF

In 2008, Dane County Friends of Ferals increased their adoption outreach to other venues. In addition to the regular weekly fair held at a MatCat Pet Supply Store, DCFOF has also arranged monthly adoption fairs at another pet supply store, Tabby and Jacks. Adoption fairs for DCFOF 'special needs' cats occur monthly at the Westside Family Pet Clinic. Beginning in the Spring of 2009, DCFOF will participate in a cooperative effort with other Maddie's partners and Mounds Pet Food Supply Store to house two appropriate DCFOF cats at the Mounds Adoption Satellite Center. The primary goal for Year 2 of the Project is to promote the new fairs to the public, and develop a stable volunteer crew to run the fairs.

SFTS

Although Shelter from the Storm does not have a physical location for adoptions we do have a weekly adoption event at Petsmart East and an every other week at Petsmart West. We plan to increase our every other week event to every week with in this second year.

We are also very excited about being able to use the Mound's satellite adoption center thanks to Dane County Humane Society. We will be starting with 2 kennels where we will be able to house cats while they are up for adoption.

Expand Foster Program

DCHS

A common problem encountered while preparing to adopt our animals, especially cats, is keeping them healthy during the first 10 days of their stay when they are most susceptible to infectious diseases such as respiratory infections. In cases of stray animals, a minimum 7 days stay is inevitable due to the standard stray holding period which required animals to be housed on site. However in the cases of surrendered animal it is possible, provided that we have the foster homes, to keep the animals off site while we work to prepare them for adoption (S/N, screen for ringworm, etc.). In the coming year we will continue to strive to recruit short term foster homes that specifically hold animals for up to 10 days allowing us to move them directly to an satellite adoption center thereby reducing their shelter stay and chances of becoming sick.

Happy Cat was a group that approached us with the desire to work with us as a foster to adopt club. Moving forward, we hope to help them grow in numbers or form more clubs like them. It is also our hope that this group can be vital in helping organize and run the new west side Adoption Center which would allow them to increase the exposure their foster to adopt cats receive.

DCFOF

Dane County Friends of Ferals currently has 25 foster families that care for the vast majority of program cats. They are consistently recruiting foster homes and rely on them ultimately for the number of animals they are able to help. Expansion of their foster programs is not a practical use of resources to help increase their animal adoptions at this time.

SFTS

Shelter from the Storm has always been a foster based organization. Since moving to its current location, SFTS has been able to hold animals and delay foster care placement until all medical needs are addressed. On site holding facilities allow medical services to be performed in a timelier and cost efficient manner.

We are consistently recruiting foster homes and rely on them ultimately for the number of animals we are able to help, even though we run a very successful shelter that is able to hold up to 20 dogs at any given time run by both paid staff and volunteers. Expansion of their foster programs is not a practical use of resources to help increase their animal adoptions at this time.

Improve Medical Treatment Protocols

DCFOF

In 2008, Dane County Friends of Ferals opened a permanent shelter with a medical services center and surgery room. This allows for more immediate medical care for cats residing at the shelter, and weekly clinics are held at the shelter for foster cat medical care. Providing more complete medical exams and treatment to foster and shelter cats has resulted in fewer program cats becoming sick. Cats showing signs of illness when entering the program recover more quickly as a result of improved access to medical care. Healthy cats can attend weekly adoption fairs and find new homes!

SFTS

Shelter from the Storm now employs one veterinarian and one veterinary technician, who are both responsible for the health care of our animals. We run weekly clinics where we alternate from one week of a basic de-wormer for all the animals in the rescue, to the next when we trim everyone's nails. We also give monthly heartworm prevention and flea prevention to all the animals in our rescue.

Both volunteer and paid staff regularly monitor the animals being housed in the shelter and report any concerns to our medical staff. We also do a weekly walk-through of the entire shelter. We recheck every animal as soon as any medication is finished to determine if they are improving medically.

When an animal enters our rescue our goal is to evaluate it both medically and behaviorally as quickly as possible after it comes to us. We plan to continue this plan and are working hard to make all animals available for adoption within a week of entering our rescue.

Collaborative Adoption Events and Incentives

In the first year of Maddie's[®] Pet Rescue Project, DCHS, DCFOF, and SFTS have collaborated in several adoption events. DCFOF and SFTS have joined DCHS in housing cats at our Mounds Middleton satellite center. These satellite adoption centers offer a more relaxed atmosphere for both cats and adopters who may be stressed in a larger adoption environment. Two other successful adoption events, Catapalooza and Autumn for Animals brought together the efforts of the non-profit partners to recognize the contributions of Maddie's Fund and support the adoption guarantee goal for all healthy and treatable animals. In year 2, we plan to continue and build upon these collaborative adoption events while implementing a new web page displaying the partners as a collaborative unit with additional links to information about each partner, upcoming events, and the Maddie's[®] Pet Rescue Project.

36. YEAR TWO FUNDRAISING & INCOME GENERATING STRATEGIES

In year 1, the focus on collaborative activities centered around adoption events. In year 2, we will be expanding that focus to include collaborative fundraising.

One option we are exploring is converting an existing, well established DCHS annual fundraising event to a collaborative fundraiser. The 2009 event (held every May) is budgeted to net \$50,000. It is understood that if this event becomes a collaborative fundraising event that DCHS will need to develop a new event to replace this one. Those plans are already underway.

One of the major drivers behind selecting this event to be one that is collaborative is that the event as it exists today relies on the support of numerous volunteers and major donors. Quite frankly, it is not sustainable in its current form. Therefore, the thought is that in making this collaborative, we can build on the established brand and community support for the event, while at the same time reshape it to be less costly (in both donor and volunteer support). We have not yet had in depth conversations with

the collaboration partners to discuss changes and impacts of moving this event forward as a partnership.

In our first year as a collaborative event, we anticipate increased event costs in ratio to funds raised as it takes time to generate sponsorship at the collaborative level. Currently, we have budgeted \$10,000 in event costs and advertising for this collaborative fundraiser. We hope to reduce these costs substantially through recruiting donations and sponsors from all 3 agencies. Though the budgeted income from this event is low (\$3,000), we anticipate it will be much more than that (though less than the current \$50,000 level). Because this is the first year of collaborative fundraising, we are budgeting conservatively and will readjust the budgets accordingly for years 3-7. As these events prove successful, we can reevaluate how to best proceed with these events, for the following years and beyond the Maddie's grant, to continue attracting additional resources to support the adoption guarantee efforts in Dane County.

Our ultimate goal for fundraising is to generate the approximate \$21,000/year to cover overhead project costs for year 6 and 7. Any additional funds raised will be divided equally among the 3 partners to be used for their organization sustainability.

37. MADDIE RECOGNITION

The Project and individual organizations will continue to recognize Maddie and Maddie's Fund throughout the grant and beyond. A detailed plan will be provided in each annual application and strategic plan and a comprehensive report will be provided in each year's annual report. Maddie, the little dog that made this project possible, will continue to be promoted and honored throughout the project and beyond. Existing Maddie recognition items such as banners, signs, cage cards, volunteer t-shirts, etc. will be replaced and/or materials replenished as needed. Recognition items listed below will be modified and updated in years to come as new opportunities arise to promote Maddie and Maddie's Fund.

Project Recognition

Maddie Identification:

- Maddie's name on project
- Maddie's Fund[®] info in press kits
- Maddie's Fund logo on all forms
- Maddie's Fund logo on all project stationary
- Maddie's Fund logo on all printed materials (flyers, behavior sheets, etc.)

Signage:

- Signs for each shelter/adoption center
- Banners and signs will be used at all mobile adoptions and events

Adoption events:

- Mini-Schnauzer costume to be worn at adoption events and speaking engagements as appropriate
- Maddie's informational sheets about new pets, care, behavior, etc.
- Maddie's Fund[®] logo on scarves for all dogs
- Maddie's Fund[®] logo on all event posters
- Maddie's stickers distributed at events as appropriate
- Maddie t-shirts sold at adoption events
- Maddie Tail Wag Activity Books distributed at adoption events
- Distribute Maddie's Shrink Tags at Adoption Events

Media:

- Maddie PSA's circulated with local media
- Maddie's Fund® logo and info will appear on all PSA materials
- Explore special "Maddie's Pet" television appearances.
- Develop Maddie's Fund Project brochure
- Continue radio and TV appearances
- Continue securing PSA's

Miscellaneous:

- Promote Maddie's Fund in educational programs and speaking engagements
- Provide Maddie's Fund patches for jackets and clothing
- Continue to look for new and innovative ways to promote the project

Website:

- Link to Maddie's Fund® website

Adoption Guarantee Partner Recognition

- Maddie logo appears on applications, signs, kennel cards, shirts, brochures, websites, donation bins, and newsletters
- Maddie and the Maddie's Fund are promoted at adoption events.
- Behavior information sheets and Maddie's Spay/Neuter information promoted at all venues
- Maddie pet signs are displayed at each event held
- Maddie's Fund® info is included in all press kits
- Signs are displayed on front of the adoption center facilities
- Maddie's cage cards are used on kennels at each event and mobile adoption opportunities
- Banners and signs are used at all events
- Maddie Pet Rescue Project logo is used on all volunteer t-shirts
- Maddie logo is included on any published materials
- Maddie Partner indicated on all print materials
- Include Maddie on current newspaper classified advertising
- All websites will contain a link to the Maddie's Fund® website

38. YEAR TWO BUDGET

INCOME	
Maddie's Fund Grant	\$166,860
Project Set Aside Funds	\$18,000
Collaborative Fundraising	\$3,000
TOTAL INCOME	\$187,860
EXPENSES	
ADOPTION SUBSIDIES	
Adoption Subsidies	\$101,520
PROGRAMS & SERVICES	
Advertising	
Collaborative Adoption Events	\$1,000
Collaborative Fundraising	\$2,000

Collaborative Awareness	\$3,500
	\$6,500
Event Costs	
Collaborative Adoption Events	\$2,000
Collaborative Fundraising	\$8,000
Collaborative Training	\$2,671
	\$12,671
Animal Transfer Costs	
Animal vaccines/surgery prior to partner transfer	\$6,000
OPERATING	
Salaries	
Maddie's Grant Coordinator	\$19,219
Maddie's Transfer Assistant	\$5,610
Satellite Adoption Coordinator	\$11,440
DCHS Development Management Time	\$2,000
	\$38,269
General & Administrative	
Postage	\$100
Office Supplies	\$500
Telephone	\$600
Equipment	\$200
Building	\$500
	\$1,900
TOTAL EXPENSE	\$166,860
PROJECT SET ASIDE/RESERVE	\$21,000
TOTALS	\$187,860

39. ANIMAL WELFARE ISSUES

In Dane County, there are no county-wide ordinances banning the bull terrier breeds, but there are local ordinances banning them in individual cities. These include Columbus and Waunakee. In addition, breed specific insurance policies and landlord refusals combine to negatively impact the adoption rate of bully breeds. Leash laws in all of Dane County also preclude free roaming cats and the return of stray cats where they are found which negatively impacts the ability to maintain feral cat colonies.

40. GOVERNMENT MANDATES

Please indicate whether your target community or any jurisdiction within your target community has a mandatory spay/neuter law, and/or a pound seizure law (i.e., the sale or release of lost, abandoned and homeless dogs and cats from an animal shelter to a research, testing or educational facility). **If yes, please identify the jurisdiction and attach copies of the law(s).**

		YES or NO	JURISDICTION
40a)	Spay/Neuter Ordinance	No	
40b)	Pound Seizure Law	No	

41. CONTACT INFORMATION FOR PARTICIPATING ADOPTION GUARANTEE ORGANIZATIONS

A. Dane County Friends of Ferals (DCFOF) began in a veterinarian's garage in 2001. Since then, over 1,700 cats have been rescued, altered, vaccinated, and adopted. DCFOF has one part-time veterinarian employee and 70 active volunteers. Approximately 20 cats are adopted per month, and one in three feral cats becomes tame after care and socialization. Kittens born to feral mothers are the bulk of tame adoptions. Per month, an average of 35 public outdoor cats are spayed or neutered and returned to their caregivers. Feral cats are adopted out to rural homes with adequate shelter and resources.

Contact info: **Dane County Friends of Ferals**
c/o Alison Colby
627 Post Road
Madison WI 53713
(608) 467-4067

Financial Information

For organizations that file RETURN OF ORGANIZATION EXEMPT FROM INCOME TAX - IRS FORM 990, the information requested above comes from line items 12, 17, and 73b, respectively, of the IRS Form 990 and should be taken from the documents you have already filed with the IRS. Please indicate if the information is based on the calendar year or the fiscal year. If fiscal, indicate the month in which the year begins.

	2008	2007	2006
Total Revenue	178,788.00	\$65,600.84	\$32,092.97
Total Expenses	88,644.00	\$47,959.21	\$29,728.74
Total Net Assets	123,452.00	\$33,604.77	\$17,486.02
Calendar Year or Fiscal Year (include month FY begins)	1/1/2008-12/31/2008	1/1/2007 - 12/31/2007	1/1/2006-12/31/2006

Is this organization audited on an annual basis?

YES	<input checked="" type="checkbox"/> NO
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B. Shelter from the Storm (SFTS) was founded in January of 2005 as a non-profit all breed dog and cat rescue that worked with animal shelters in need of support with the overflow of animals. We have always had the goal of rescuing and rehoming as many animals as possible. SFTS was not only founded to operate as a rescue but also to one day operate a low cost veterinary clinic to assist other rescues and shelters, as well as needy private individuals. Over the past 3 years, we have helped over 1,200 animals find new homes.

Shelter from the Storm has one goal; to help lower the euthanasia rate of healthy and treatable animals. We understand that that there are numerous pieces that fit into this puzzle. This is

why our plan not only focuses on helping the animals in shelters but also focuses on keeping animals out of the shelters by helping provide affordable veterinary care and training.

During the past two years, SFTS has been operating spay/neuter clinics. We work out of existing clinics during off hours such as evening and weekends. We use a staff of volunteer veterinarians and veterinary technicians to spay and neuter anywhere from 20 to 40 animals per clinic. As time goes on, we have been incorporating more animal rescues and shelters into our clinics. We have spayed and neutered over 1,000 animals and counting.

Contact info: **Allison Davies**
1602 Blossom Lane
Madison, WI 53716
(608) 213-8864
sfts.info@yahoo.com

Financial Information

For organizations that file RETURN OF ORGANIZATION EXEMPT FROM INCOME TAX - IRS FORM 990, the information requested above comes from line items 12, 17, and 73b, respectively, of the IRS Form 990 and should be taken from the documents you have already filed with the IRS. Please indicate if the information is based on the calendar year or the fiscal year. If fiscal, indicate the month in which the year begins.

	2008	2007	2006
Total Revenue	\$147,327.30	\$107,060	\$72,507
Total Expenses	\$122,915.92	\$107,867	\$80,723
Total Net Assets	\$29,038.67	\$4,273	\$2,830
Calendar Year or Fiscal Year (include month FY begins)	1/1/2008-12/31/2008	1/1/2007 - 12/31/2007	1/1/2006-12/31/2006

Is this organization audited on an annual basis? **no**

YES	<input checked="" type="checkbox"/> NO*
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