

Maddie's[®] Spay/Neuter Project in Dane County
Year 2: Annual Report
July 2009-June 2010

Summary

Participants in *Maddie's[®] Spay/Neuter Project in Dane County* completed 2,581 surgeries between July 2009 and June 2010. The goal for Year 2 was approximately 2000 total surgeries. It was anticipated that private clinics would complete approximately 300 surgeries while non-profit participants would complete the other 1,700 surgeries. At the end of Year 1, participants had completed 1,842 surgeries of the original 4,123 surgery goal for the project. The participants expected to exceed the overall goal of 4,123 surgeries by June 2010. Maddie's Fund graciously agreed to pay for all surgeries up to and above the project goal if completed by the end of June 2010.

Participating non-profit clinics and private veterinary clinics have continued to see overall growth in demand for services as word has spread about the project. It is anticipated that the state of the economy as well as increased education regarding the benefits of spay/neutering has influenced this participation. As of June 2010, participants totaled 3 nonprofit and 19 private practice clinics. Dane County Humane Society (DCHS) continues to encourage private practices to actively participate in *Maddie's[®] Spay/Neuter Project in Dane County* and three additional clinics have shown interest in participating in Year 3 of the project.

In an effort to help the Nonprofit Clinics to expand their spay/neuter services and aid in planning beyond the *Maddie's[®] Spay/Neuter Project in Dane County*, DCHS decided to award each Nonprofit Clinic a \$1,000 administrative stipend to be used for the project promotion or supplies.

Surgery breakdown for Year 2:

	Private Practice				Non-Profit Clinics				Total Surgeries	Total Reimbursement Paid
	Low Income Feline Spay	Low Income Feline Neuter	Feral Spay	Feral Neuter	Low Income Feline Spay	Low Income Feline Neuter	Feral Spay	Feral Neuter		
Quarter 1	4	2	65	59	75	58	248	191	702	\$41,590.00
Quarter 2	13	3	129	89	70	83	156	134	677	\$41,005.00
Quarter 3	5	9	107	81	71	67	182	148	670	\$40,180.00
Quarter 4	6	6	94	58	52	52	169	95	532	\$33,280.00
Total Annual	28	20	395	287	268	260	755	568	2581	\$156,055.00

Private Practice Veterinary Partners

Year 2 saw a dramatic increase in project participation from the private practice clinics which greatly exceeded DCHS's expectations. These participants performed 730 qualifying surgeries between July 2009 and June 2010. This is an increase of 570 surgeries over total participation in Year 1. Of the current 19 participating private practices, 16 clinics completed qualifying surgeries in Year 2 of *Maddie's[®] Spay/Neuter Project in Dane County*.

Private practice participants have a thorough understanding of the regulations and requirements for *Maddie's[®] Spay/Neuter Project in Dane County*. These clinics seem much more comfortable with the reporting requirements and the project management. There is continued demand for Maddie's Fund publications, stickers, coloring books, and use of the Maddie dog costume for clinic open houses and special events. Clinics are more actively advertising and promoting these services to their clientele.

Dane County Friends of Ferals (DCFOF)

DCFOF significantly increased their number of sterilizations for Dane County outdoor cats in Year 2 of *Maddie's® Spay/Neuter Project in Dane County*. DCFOF completed 245 qualifying surgeries, an increase of 109 surgeries over Year 1.

Starting in Quarter 3, DCFOF began a partnership with Madison Area Technical College (MATC), located in Madison Wisconsin. They provide monthly spay days utilizing MATC equipment, space, staff, and students. This is beneficial for both organizations as DCFOF is able to provide more surgical services and MATC students are gaining unique skills both in medical treatment and shelter medicine.

Spay and Neuter monthly subsidies are used to cover the costs of supplies for surgeries. FVRCP and rabies vaccinations, Buprenorphine, and injectable Ivermectin for adult cats are included with the surgery procedure if needed. DCFOF is utilizing their \$1,000 administrative stipend to purchase 14 new Trucatch traps to help sustain their trap-neuter-release program.

Shelter from the Storm (SFTS)

In June 2010, SFTS moved their "Spay Me" clinic out of their main shelter and into a former Urgent Care Clinic for animals. This new facility has allowed SFTS to continue expanding not only their spay/neuter services, but they are now able to provide basic "wellness" services to the public, shelters, and rescues. These services are available to anyone, but preference is given to people with a financial need. The wellness services include exams, vaccinations, heartworm testing, and treatment for basic illnesses such as upper respiratory infections and ear infections.

SFTS completed 987 qualifying surgeries, an increase of 60 surgeries over Year 1. Most spay and neuter subsidies directly cover the cost of surgeries and include vaccinations. SFTS currently employs two full time veterinarians for spay and neuter services. SFTS is allocating their \$1,000 administrative stipend to supporting the new "Spay Me" clinic through design and promotion of Partner Programs to aid in fundraising efforts to cover the additional expenses associated with the larger clinic. Donors can also contribute to an additional "Spay It Forward" fund which is used to assist people who need help spay/neutering their pets or who are experiencing a financial crisis and have a sick or injured pet.

Dane County Humane Society (DCHS)

DCHS served 619 animals through *Maddie's® Spay/Neuter Project*, which is ironically the same number of surgeries performed in Year 1. There was a temporary discontinuation of weekday spay-neuter services in January and February due to veterinarian availability. Starting in March 2010, services were again offered Monday thru Thursday and every other Saturday at the main shelter, and through Shelter Outreach Services. DCHS's Spay & Neuter programs coordinator is currently recruiting additional volunteer veterinarians to aid in both the spay/neuter program and with other animal medical services to alleviate the need for discontinuing services.

Advertising and Marketing

DCFOF

DCFOF advertises their monthly spay days via their website and social media outlets. Clients are directed to contact the clinic for appointments. Specific dates are advertised as often people would try to "walk in" without appointments as the public demand is generally higher than DCFOF can accommodate. The recent partnership with MATC has helped DCFOF to better meet public demand. DCFOF continues to discuss modifications to the scheduling of their TNR services to be primarily targeted to larger rural properties rather than scheduling individual clients from random areas through Dane and surrounding counties. This will help DCFOF to focus more fully on feral colonies specific to the targeted area of Dane County.

SFTS

In June 2010, SFTS opened a new center for their Spay/Neuter program in Sun Prairie Wisconsin. The "Spay Me" clinic is designed to provide high quality, high volume spay and neuter services. In addition, SFTS plans to offer basic "wellness" services to the public, shelters, and rescues at the clinic in the near future. These services will be made available to anyone, but preference will be given to people with a financial need. Wellness services will include exams, vaccinations, heartworm testing, and treatment for basic illnesses such as upper respiratory infections, ear infections, etc. SFTS advertises the "Spay Me" Clinic via websites, social media, and local media advertising.

DCHS

DCHS advertises all shelter spay & neuter services and continues efforts to redesign brochures and publicity for all S/N programs. These publications include information about the grant and eligibility for low or no cost services. Additionally flyers are provided at all educational outreach events, listings in shelter publications, information on the shelter website, and through Craigslist postings. In Quarter 4, DCHS attended several local events to promote both *Maddie's® Spay/Neuter & Pet Rescue Projects in Dane County*. These included the Dane County Fair, Dane County Dairy Expo, Dane County Breakfast on the Farm, the Wisconsin State FFA Convention and the Dane County Info Share. These outlets offered great opportunities to educate the general public and rural communities about the importance of spay and neutering in general and especially regarding free roaming animals.

DCHS has a large Spay and Neuter program and is in desperate need of new oxygen equipment to be used at both the main shelter and for the SOS program. DCHS intends to use their final S/N stipend to acquire this equipment.

Reporting Certification

Dane County Humane Society (DCHS) hereby certifies

- ✓ That DCHS has received and retained in its records , for every spay/neuter surgery for which DCHS provides reimbursement, documentation demonstrating that, in the case of feral cats, the owner/caregiver of the cat receiving the surgery resides in Dane County, and, in the case of cats other than feral cats, that the owner/caregiver of the cat receiving the surgery receives Assistance and resides in Dane County
- ✓ That no reimbursement has been provided for any spay/neuter surgery performed in a city, county, or other jurisdiction that Maddie's Fund, in its sole discretion, has determined to have in force a law or regulation that mandates that the surgery be performed
- ✓ That no reimbursement has been made for any spay/neuter surgery performed 30 days after the date Maddie's Fund has notified DCHS that Maddie's Fund has not received the required data and other information as described in, and in accordance with the time tables specified in the Letter Agreement