

**Maddie's Fund® Spay/Neuter Application
Community Collaborative Project**

May 1, 2009

Richard Avanzino, President
Maddie's Fund
2223 Santa Clara Avenue Suite B
Alameda, CA 94501

Dear Mr. Avanzino:

Dane County Humane Society is requesting a grant of \$121,000 from Maddie's Fund to administer the second year of the spay-neuter (s/n) program in Dane County involving feral cats and cats of low-income people. This program, entitled *Maddie's® Spay/Neuter Project for Dane County*, is part of a community collaborative project lead by Dane County Humane Society.

Provider Participation

The total number of surgeries to be performed under this program is 4,123 surgeries. As of December 31, 2008, 927 total surgeries were performed:

- 42 private practice surgeries
- 885 non profit clinics
 - 351 = Dane County Humane Society (DCHS)
 - 88 = Dane County Friends Of Ferals (DCFOF)
 - 445 = Shelter From The Storm (SFTS)

Based on the performance of the first 6 months of the program, the goal for the second year of *Maddie's® Spay/Neuter Project* will be 2,000 s/n surgeries. These surgeries will be performed by the 3 project non profit groups and by the attached list of veterinary practices in Dane County. We will continue to invite private practice veterinarians in our community to join us.

In year 2, we anticipate private practice clinics performing approximately 300 surgeries funded by this program. DCHS along with the two collaborating non-profit groups, DCFOF and SFTS, have experienced great success in increasing numbers of s/n surgeries in year 1. With increased publicity and outreach activities, the non-profit groups anticipate providing s/n surgeries for another 1,700 feral cats and eligibly-owned companion cats.

It is anticipated that the original number of 4,123 surgeries will be achieved or exceeded within year 2. Due to the wonderful success and community involvement of *Maddie's® Spay/Neuter Project for Dane County*, we hope to continue the s/n project in subsequent years.

The lead agency (DCHS) will continue to collect statistics from all groups and practices that participate in the program and will submit the information to Maddie's Fund as part of the quarterly, semi-annual and annual reports. Private practice veterinarians will be required to submit monthly reports to the lead agency regarding the number of s/n surgeries performed as part of:

- *Maddie's® Spay/Neuter Project*
- other discount programs
- all other clients

This reporting will be based on each category broken down according to gender and species.

Non-profit clinics will be required to submit monthly reports regarding the number of s/n surgeries performed as part of:

- *Maddie's*[®] Spay/Neuter Project
- other discount programs
- animals from their own organization
- shelter animals from other organizations

This reporting will be based on each category broken down according to gender and species.

Each participating service provider will also report the number of deaths of any dogs and cats delivered for s/n surgeries under *Maddie's*[®] Spay/Neuter Project.

Target Population

Maddie's[®] Spay/Neuter Project is available to Dane County residents who have companion cats and are members of the ForwardHealth (formerly Medicaid) programs including:

- BadgerCare
- Foodshare
- Quest

Caregivers participating in these programs will present their WI ForwardHealth identification card and a picture identification card at the time of surgery check in. Participating practices and rescues will be required to submit photocopies of these identification cards with each reimbursement form. There will be a pet limit of up to six cats per household each year of the project.

Maddie's[®] Spay/Neuter Project is also available to Dane County residents who own or manage feral cat colonies. Caregivers participating in this program will present a picture identification card at the time of surgery check in. Participating practices and rescues will be required to submit photocopies of the caregiver's picture identification cards with each reimbursement form. There will be no limit on the number of feral cats per owner/caregiver. There will be no income or other restrictions for feral cats other than residency within Dane County.

S/N surgeries performed on cats and dogs residing in other animal shelters or otherwise under the care of animal welfare organizations will not be eligible for reimbursement as part of *Maddie's*[®] Spay/Neuter Project.

Grant Request

The grant request for this project is **\$121,000** to be used to reimburse 2,000 spay/neuter surgeries on feral cats and companion cats of low-income people who receive Medicaid/BadgerCare benefits.

This breaks down into the following approximations:

- \$19,500 private clinic reimbursement (300 surgeries at an average of \$65 per surgery)
- \$93,500 3 non-profit group reimbursement (1,700 surgeries at an average of \$55 per surgery)
- \$8,000 lead agency program administration fee (2,000 surgeries x \$4)

Participating private clinics will have the option of collecting a \$10 co-pay per surgery and will be instructed to report to the lead agency accordingly. The non-profit groups will collect no co-

payment. The lead agency agrees that no additional fees, beyond the reimbursements from grant funds and the public's co-payment, will be charged by participating groups for s/n surgeries performed under *Maddie's[®] Spay/Neuter Project*.

Spay/Neuter Agency	Maddie's Fund Surgery Payment		Optional Private Clinic Co-Pay		Maximum Payment to Private Practice Clinics (includes Co-Pay)	
	CATS		CATS		CATS	
	M	F	M	F	M	F
Private Practice Veterinary Hospital	\$40	\$90	\$10	\$10	\$50	\$100
Non-Profit & Government Clinics	\$35	\$75	\$0	\$0	\$35	\$75

Reporting Requirements

On a quarterly, semiannual, and annual basis, the lead agency will summarize the monthly data and report to Maddie's Fund. The lead agency will submit baseline statistics for all new groups participating in the program.

As part of the semiannual and annual reports, the lead agency will provide financial information that includes an income statement for grant funds, a balance sheet, and a statement of cash flow. The lead agency will also include a list of publicity the *Maddie's[®] Spay/Neuter Project* has generated and copies or samples of all collateral materials to promote the program.

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 and brochures at private clinics
- Banners and signs will be used at all S/N events and mobile adoptions

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

Banking Procedures

To ensure that the grant funds are maintained securely and disbursed properly, DCHS will maintain "holding" accounts for spay/neuter. The following procedures will be instituted:

- The Maddie's Fund Grant Coordinator will complete a purchase order as needed from this account
- The PO will be authorized and signed by the DCHS Executive Director and the DCHS Development Director or other member of the leadership team (not the accountant)
- The DCHS accountant will use the PO as authorization to transfer funds from the holding account to the DCHS primary checking account and will keep the carbon copy of the PO with the other Maddie's Fund paperwork as a record of the transfer
- The DCHS accountant will make payments from the DCHS existing checking account to the appropriate participating agencies/clinics
- The top copy of the PO will be filed with DCHS accounts payable records.

All banking procedures for Maddie's spay/neuter project will be executed in the same fashion and by the same parties as the adoption component of this grant application.

The Role of the Lead Agency

The lead agency is responsible for the administration of this project. That includes:

- ensure that all participants comply with the agreement to a) support the core values of Maddie's Fund (honesty, integrity and mutual respect, b) maintain cordial, professional relations with colleagues, other individuals and groups involved in the care of animals, and c) carry on public debate without personal attacks or recriminations
- distribute grant funds to reimburse participating groups on a monthly basis
- monitor the use of the administrative funds Obtaining baseline statistics, monthly statistics, and reimbursement forms from the participating groups;
- provide Maddie's Fund with quarterly, semiannual, and annual reports;
- honor reasonable requests by Maddie's Fund to participate in regional/national media opportunities and/or to be featured speakers at regional/national conferences

- follow a special Maddie Recognition Plan developed for the project.

The lead agency pledges to honor the philosophy and values of Maddie's Fund and looks forward to working with your organization in the future. Thank you for giving us the opportunity to make a lifesaving difference and make every day a spay day in **Dane County**.

Sincerely,

Pam McCloud-Smith
Executive Director,
Dane County Humane Society

YEAR TWO BUDGET

INCOME	
Maddie's Fund S/N Grant	
S/N Reimbursements	\$113,000
Admin Fee (\$4 * 2,000 surgeries)	8000
Total Income	\$121,000
EXPENSES	
Spay/Neuter Reimbursements	
Private Veterinary Clinics	\$19,500
Dane County Humane Society	\$37,400
Dane County Friends of Ferals	\$9,350
Shelter from the Storm	\$46,750
Total S/N Reimbursements	\$113,000
Administrative Expenses	
Promotions	\$3,500
Participation Incentives	\$500
Humane Trapping Supplies	\$1,000
Office Supplies	\$500
Postage/FAX/Phone	\$1,000
Staff Admin Time	\$1,500
Total Administrative Expenses	\$8,000
GRAND TOTAL	\$121,000

**Participating Veterinary
Clinics and Rescues
Maddie's Fund SN Project as
of 7/09**

*Greyed
clinics
have
dropped

Clinic name	2007 Total Surgeries	Address				Phone	fax	contact
Animal Hospital at Hillshore	42	2837 University Avenue	Madison	WI	53705	238-3139	238-4084	Caroline
Animal Hospital of Sun Prairie	275	2125 McCoy Road	Sun Prairie	WI	53590	837-5383	825-2211	Michel
B & R Veterinary Clinic	60	532 Trail Side Drive	DeForest	WI	53532	846-8080	846-6944	Dr. Hettich
Belleville Veterinary Clinic	70	201 S. Vine Street	Belleville	WI	53508	424-6364	424-3905	Dr. Kniffin
Candlin Pet Hospital	156	702 W. Wingra Drive	Madison	WI	53715	256-3271	256-2211	Ronaele
Companion Animal Hospital	200	660 S. Gammon Road	Madison	WI	53719	277-8888	276-7999	Dr. Kay
Country View Veterinary Clinic	273	1350 S. Fish Hatchery Rd.	Oregon	WI	53575	835-0551	835-0552	Dr. Olson/Kathy
Dane County Friends of Ferals	448 (50% shelter animals)	627 Post Road	Madison	WI	53713	467-4067		Alison Colby
Dane County Humane Society	2852	5132 Voges Road	Madison	WI	53718	838-0413	838-0368	Jo Withers
East Towne Pet Clinic	51	4101 East Towne Blvd.	Madison	WI	53704	241-1000	244-2629	Mary
Healthy Pet Vet Clinic	128	1440 E. Washington Avenue	Madison	WI	53703	294-9494	294-9949	Zach/Susan
Mazomanie Animal Hospital, LLC	128	704 Emily Rd	Mazomanie	WI	53560	795-4242	795-2249	Leslie
McFarland Animal Hospital	189	5620 US Highway 51	McFarland	WI	53558	838-3400	838-0264	Cheryl
Middleton Veterinary Hospital	247	2705 Parmenter Street	Middleton	WI	53562	836-8561	836-3729	Maggie
Petinary	59	1014 Williamson Street	Madison	WI	53703	255-1239	use email	Dr. Kohn
Sandhill Pet Clinic	103	3225 E. Washington Ave.	Madison	WI	53704	241-7600	243-1370	Christie/Bethany
Shelter from the Storm	456 (shelter animals)	1602 Blossom Lane	Madison	WI	53716	213-8864		Alison Davies
Sun Prairie Pet Clinic	72	1512 Bristol St.	Sun Prairie	WI	53590	834-8118	837-8558	Dr. Chris Vitale
Stoughton Veterinary Service	488	1900 Highway 51-138	Stoughton	WI	53589	873-8022	873-9978	Penny
Verona Veterinary Medical Svc.	196	655 Half Mile Road	Verona	WI	53593	845-6512	848-5906	Bob
Village Animal Clinic	664	270 W Netherwood Rd	Oregon	WI	53575	835-7007	835-0847	Bethany
Westside Family Pet Clinic	73	643 Struck Street	Madison	WI	53719	271-5277	271-8533	Sharon/Christine
Williams Small Animal Clinic	400	108 S. 2nd Street	Mt. Horeb	WI	53572	437-3478	437-3478	Dr. Williams/Susan/Diane