

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



*The Pet Rescue Foundation*

## **Strategic Plan Years 1 - 7**

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## I. Our Mission Statement

To create an adoption guarantee community in Dane County within five years (July 1, 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

## II. Collaborative Demographics

### Background

Maddie's<sup>®</sup> Pet Rescue Project in Dane County, WI is a collaboration of humane organizations, supported by Maddie's Fund<sup>®</sup>, working to end the euthanasia of healthy and treatable dogs and cats in Dane County by July 1, 2012. The collaboration consists of two adoption guarantee organizations (AG) – Shelter from the Storm and Dane County Friends of Ferals – and one traditional shelter (TR) – Dane County Humane Society which is the Lead Agency.

### Geographic Area

Dane County is the second largest county in the state of Wisconsin with its county seat in Madison. Dane County is made up of more than 60 cities, towns, and villages and is one of the fastest growing counties in the country and adds around 60,000 people per decade. The County is located in the south central portion of the state, covering 1,238 square miles.

### Human Population

482,705 (of Dane County 2008 estimate)

### Collaborative Members:

#### **Dane County Humane Society (DCHS)**

5132 Voges Road Madison, WI 53718 (608) 838-0413; Contact: Jan Viney

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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.

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.

### **Shelter from the Storm (SFTS)**

1602 Blossom Lane Madison WI 53716 (608) 213-8864; Contact: Allison Davies

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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 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.

### **Dane County Friends of Ferals (DCFOF)**

627 Post Road, Madison WI 53713 (608) 467-4067; Contact: Alison Colby

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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.

### III. Maddie's® Pet Rescue Project

Maddie's® Project in Dane County is a seven-year community collaborative project to end the euthanasia of healthy and treatable shelter animals. Maddie's Fund® will provide financial support for five of the seven years laid out in the strategic plan. Our Collaborative is expected to meet annual goals to increase adoptions and reduce shelter euthanasia (total, healthy, and treatable) and to raise extra funding to cover any shortfalls and to sustain the project in future years. The Dane County Collaborative will submit an application and updated strategic plan annually, which are reviewed by the Maddie's Fund team and the Board of Directors. Continued funding for the project is dependent upon meeting the goals of the project and at the discretion of the Maddie's Fund Board.

#### Project Goals

Annual goals are set for the project which Collaborative members are expected to meet. These goals are based on the collaboration's performance during the baseline year (calendar year 2007). Each year, the participating traditional shelter and adoption guarantee collaborative members must exceed their baseline year adoption performance, reduce healthy/treatable and total euthanasia of shelter pets, and raise additional funding for the future years of the project.

#### Baseline Year Performance

2007	DCHS	SFTS	DCFOF	TOTAL
Public Intake	5,152	78	254	5,484
Adoptions	2,290	173	254	2,717
Euthanasia				
Healthy	28	0	0	28
Treatable	561	0	0	561
Total	1,765	2	2	1,769

#### Grant Funds

Grant funds are used to pay the collaborative organizations to perform above baseline (AB) adoptions and to help them raise money for future years of the project. In addition, Dane County Humane Society receives funding to administer the project – hiring staff, organizing collaborative-wide events, meeting reporting requirements, and ensuring that the project goals are met.

#### Functions of the Lead Agency

- Provide leadership to collaborative partners
- Oversee distribution and use of grant funds
- Ensure that annual project goals are met
- Meet above baseline goals for own organization
- Hire and supervise staff for project
- Hold monthly collaborative meetings
- Collect and monitor monthly shelter statistics from adoption guarantee organizations
- Staff and oversee all bookkeeping
- Submit monthly, quarterly, semiannual, and annual reports to Maddie's Fund
- Organize and coordinate collaborative events
- Serve as Maddie's® Pet Rescue Project spokesperson
- Coordinate speaking engagements for public and private organizations
- Coordinate all project media
- Produce and distribute all Maddie recognition materials for collaborative members
- Hold idea exchange meetings twice yearly

- Hold post-event evaluation meetings
- Annually revise and update the Application and Strategic Plan

**Functions of the Collaborative Members**

- Achieve project goals
- Report shelter statistics to lead agency monthly
- Supply adoption documentation for each adoption
- Report successes and challenges at monthly collaborative meetings
- Participate in collaborative events
- Participate in planning meetings
- Continue to develop fundraising programs
- Build up reserves to support future years of the project
- Continue to develop new adoption strategies
- Promote and recognize Maddie and Maddie's Fund during and after the life of the grant

We expect that the role of the lead agency and the roles of the collaborative members will remain the same throughout the grant and into the future.

**IV. Objectives – How We Intend to Achieve Our Mission**

**Objective 1: Increasing Adoptions**

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.

	Yr 1 (actual)	Yr 2 (Proj)	Yr 3 (Proj)	Yr 4 (Proj)	Yr 5 (Proj)	Yr 6 (Proj)	Yr 7 (Proj)
Baseline DCHS Adoptions	2290	2290	2290	2290	2290	2290	2290
Increase DCHS Adoptions (AB)	213	245	277	309	341	341	341
Total DCHS Adoptions	2503	2535	2567	2599	2631	2631	2631
Baseline AG Adoptions	427	427	427	427	427	427	427
Increase AG Adoptions (AB)	140	167	194	221	248	248	248
Total AG Adoptions	567	594	621	648	675	675	675
<b>Total Baseline</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>
<b>Total Increase Adoptions (AB)</b>	<b>353</b>	<b>412</b>	<b>471</b>	<b>530</b>	<b>589</b>	<b>589</b>	<b>589</b>
<b>Total Adoptions (All Groups)</b>	<b>3070</b>	<b>3129</b>	<b>3188</b>	<b>3247</b>	<b>3306</b>	<b>3306</b>	<b>3306</b>

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

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
<b>2007 Baseline</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>	<b>2717</b>
Increase Adoption Staff & Expand Hours	100	135	150	154	180	180	180
Expand Adoption Outreach	130	120	184	189	210	210	210
Expand Foster Program	53	55	40	45	50	50	50
Improve Medical Treatment Protocol	20	10	10	30	30	30	30
Collaborative Adoption Events & Incentives	50	92	87	112	119	119	119
<b>Increase Adoptions</b>	<b>353</b>	<b>412</b>	<b>471</b>	<b>530</b>	<b>589</b>	<b>589</b>	<b>589</b>
<b>TOTAL DANE COUNTY ADOPTIONS</b>	<b>3070</b>	<b>3129</b>	<b>3188</b>	<b>3247</b>	<b>3306</b>	<b>3306</b>	<b>3306</b>

### Adoption Staff & Expanded Hours

Historically, very few volunteers actually performed adoptions at either the main shelter or satellite adoption centers for DCHS. In early 2009, revisions were made to the DCHS volunteer program. Volunteers help potential adopters interact with the animals, and are now being trained in the completion of the adoption (paperwork, collecting of fees, etc.) This increase in our “adoption staff” has allowed DCHS to expand shelter open hours, to the public, during the week and Sunday. We are also cross-training staff from other departments to participate in the adoption process.

Dane County Friends of Ferals established a permanent adoption center which has allowed for greater consistency and number of adoptions. The new facility allows potential adopters to meet volunteers and the cats at a central location and provides additional storage capacity for adoption event supplies.

SFTS has an Adoption Outreach Coordinator whose primary responsibility is to oversee and optimize the success of adoption events. Future plans for a permanent adoption center will also increase animal holding capacity in coming years for SFTS. It is the collaborative goal to establish a stable volunteer list to staff and run the adoption outreach events in the coming years.

### Adoption Outreach

The collaborative goal is to implement and coordinate off-site adoption events making all of our organizations more visible to the community and increase our total adoptions. We will work with both formalized adoption venues such as our local Mounds Pet Food Warehouse and PetSmart locations as well as individual community and corporate events.

An innovative “foster-to-adopt” program, the Happy Cat Club, will also expand our outreach. DCHS is currently opening a new adoption center on the Madison’s west side. We anticipate this adoption center will create a more customer friendly adoption experience, allow more space for our animal population, and increase public awareness about animal adoption opportunities.

Both SFTS and DCFOF also plan to increase the number of their mobile adoption events to help meet their above baseline adoption goals. In addition to their weekly adoption fair at MadCat, DCFOF has arranged monthly adoption fairs with Tabby and Jacks pet store and “special needs” adoption fairs at Westside Family Pet Clinic. In 2009, DCFOF will join DCHS in housing adoption ready cats at Mounds Adoption Satellite Centers.

### **Foster Program**

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 the cases of surrendered animals it is possible, provided that we have the foster homes, to keep the animals off site while we work to prepare them for adoption. In the coming years we will strive to recruit short term foster homes that specifically hold animals for up to 10 days allowing us to move them directly to a satellite adoption center thereby reducing their shelter stay and chances of becoming sick.

Happy Cat Club, a “foster to adopt” organization approached DCHS with the desire to work with us as a foster to adopt club. We hope this collaboration will help their club grow in numbers or encourage more similar clubs to form. 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.

Shelter from the Storm and Dane County Friends of Ferals have traditionally been foster based organizations. 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.

### **Medical Services**

#### ***Dane County Friends of Ferals***

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!

#### ***Shelter From the Storm***

Shelter from the Storm now employs one veterinarian and one veterinary technician, who are responsible for the health care of our animals. Since moving to our 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. SFTS runs weekly clinics, alternating from one week of a basic de-wormer for all the animals in the rescue, to trimming 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 with a week of entering our rescue.

### **Advertising/PR**

Collaborative members are promoting adoptions through their websites, print and electronic newsletters, event outreach, and media advertising and partnerships. DCHS will continue to promote adoptions through weekly scheduled television spots. Additional public speaking opportunities will be handled by the DCHS Development department and include television and radio interviews, United Way rallies, and educational and outreach events. Collaborative media campaigns are scheduled each year to boost adoptions and to serve as educational tools to help change the public’s perception about the value of rescue and shelter animals.

**Adoption Events and Incentives**

In addition to the events listed under the Adoption Outreach, DCHS, SFTS, and DCFOF are planning the 2<sup>nd</sup> annual “Catapalooza” joint adoption event for August. As last year’s event was successful, we will again hold a 29 hour adoption marathon including guest speakers, prizes, games, education, and media coverage. The collaboration anticipates building upon a currently established large fundraising event and other joint events will be planned if needed and as appropriate.

All pets adopted through collaborative partners are spayed or neutered before adoption, microchipped when appropriate, vaccinated, disease tested, and medically evaluated. Medical records go home with the animal at the time of adoption. All pets receive an adoption packet that includes educational information. All partners encourage adopters that, if for any reason, the adoption does not work out that the animal is welcomed back to the adopting organization after any length of time.

All pets adopted through DCHS receive a free bag of pet food along with coupons from a local pet supply store and a voucher for a discount on their first veterinarian visit at participating clinics. Sponsors will be secured to provide additional incentives such as gift bags and training opportunities.

**Objective 2: Reducing Shelter Euthanasia**

	Yr 1 (Proj)	Yr 2 (Proj)	Yr 3 (Proj)	Yr 4 (Proj)	Yr 5 (Proj)	Yr 6 (Proj)	Yr 7 (Proj)
Baseline Healthy & Treatable Euthanasia	589	589	589	589	589	589	589
Reduce Healthy & Treatable Euthanasia	-353	-412	-471	-530	-589	-589	-589
<b>Goal Healthy &amp; Treatable Euthanasia</b>	<b>236</b>	<b>177</b>	<b>118</b>	<b>59</b>	<b>0</b>	<b>0</b>	<b>0</b>
Baseline Total Euthanasia	1,797	1,797	1,797	1,797	1,797	1,797	1,797
Reduce Healthy & Treatable Euthanasia	-353	-412	-471	-530	-589	-589	-589
<b>Goal Total Euthanasia</b>	<b>1,444</b>	<b>1,376</b>	<b>1,326</b>	<b>1,267</b>	<b>1,208</b>	<b>1,208</b>	<b>1,208</b>

**Reduce Surrender of Animals/Public Intake**

1. Better publicize and monitor DCHS’s rehoming website at [www.giveshelter.org](http://www.giveshelter.org).
  - Pets whose owners can no longer care for them can have their pictures and bios posted here for free. It is designed for owners seeking new homes for pets to work directly with potential adopters. DCHS requires pet owners and potential adopters to register to help ensure the service is not abused. DCHS reserves the right to remove notices.
  - Working to establish a thorough monitoring and evaluation system
  - Identify/implement strategy to publicize and include on partner websites.
  
2. Education – advertise and include partner participation in established DCHS programs:
  - Expand baby ready class – designed to help prepare expectant parents and their pets for the arrival of the baby. A positive transition reduces the chance of families surrendering the pet.
  - Expand Positively Pitties classes – for adults/families with pit bull terriers. DCHS’s education program includes six sessions beginning with a short informative presentation on the breed and then follows with manners training for owner and companion. Examples of topics covered are history of the breed, myths vs. facts, toys, resource lists, BSL, common behavior problems, and positive reinforcement training methods.
  - Develop classes for other bully breeds similar to Positively Pitties classes.
  - Provide more information to adopters (as well as those redeeming their animals) so they can monitor issues that may develop post-adoption. All partners encourage adopters to initiate follow up communication to share successes or if there are any problems. In future, we would like to develop

plan for organization to initiate follow up procedures especially for animals with special needs/higher probability of surrender.

- Provide guidance to adopters on recommended guidelines for introduction/re-introduction of animals from the shelter into the home environment
3. Provide guidance and direction for pet owners to work on issues with their pet that often lead to surrender.
    - Create a collaborative resource binder that can be used when people contact any partner with issues.
    - Make resources available online.
  4. Increase Spay/Neuter efforts
  5. Encourage more pet friendly housing by providing educational materials to landlords.
  6. Require that all dogs and cats adopted from DCHS and SFTS are microchipped. DCFOF has goal to microchip all tamed cats, but no plans to microchip ferals.

**Maintain Focus on the Traditional Shelter**

DCHS transfers to all collaborative members will maintain at least a 5 to 1 adoption subsidy differential for above baseline adoptions involving animals taken from DCHS as opposed to the public. DCHS has designated a Transfer Assistant to facilitate communications regarding transfer candidates with the partners. Phone calls, in-person visits, and e-mails will be used to assess and identify those healthy and treatable animals at the shelter that may need to be euthanized for space. Any healthy and treatable shelter animal identified will be taken and placed for adoption as their space allows.

**Objective 3: Sustaining Revenue**

The cost associated with each adoption is averaged at \$270. This includes costs associated with adoption, care days, admitting, medical care, and spay/neuter. It also includes the offsetting average adoption fee.

A	B	C	D	E	F	G	H	I	J	K
Year	Above Baseline Adoptions	Total Above Baseline Adoption Cost (@ \$270 each)	Project Level Admin Cost	Total Cost to Support Above Baseline Adoptions (C+D)	Grant Funds (AB adoptions)	Grant Funds (Project level Admin cost)	Total Grant Funds (F+G)	Additional Funds Needed (AB Adoption Cost)	Additional Funds Needed (Project Level Admin Cost)	Total Funds Needed
Two	412	\$111,240	\$65,340	\$176,580	\$101,520	\$65,340	\$166,860	\$9,720	\$0	\$9,720
Three	471	\$127,170	\$48,682	\$175,852	\$120,878	\$48,682	\$169,560	\$6,292	\$0	\$6,292
Four	530	\$143,100	\$42,518	\$185,618	\$124,432	\$42,518	\$166,950	\$18,668	\$0	\$18,668
Five	589	\$159,030	\$42,057	\$201,087	\$116,973	\$42,057	\$159,030	\$42,057	\$0	\$42,057
Six	589	\$159,030	\$40,842	\$199,872	\$0	\$0	\$0	\$159,030	\$40,842	\$199,872
Seven	589	\$159,030	\$41,487	\$200,517	\$0	\$0	\$0	\$159,030	\$41,487	\$200,517
<b>Total</b>	<b>3180</b>	<b>\$858,600</b>	<b>\$280,926</b>	<b>\$1,139,526</b>	<b>\$463,803</b>	<b>\$198,597</b>	<b>\$662,400</b>	<b>\$394,797</b>	<b>\$82,329</b>	<b>\$477,126</b>

**Partner Level (column I)**

Each partner will be expected to create reserve funds that will be used to cover the additional funds needed to accomplish and sustain the above baseline adoption goals of the project. We've calculated that an additional \$124.15 per above baseline adoption will be needed to reach the project goals.

Year	DCHS		DCFOF		SFTS		Total Set Aside Goal
	AB Adoption Goal	Set Aside Goal (@124.15)	AB Adoption Goal	Set Aside Goal (@124.15)	AB Adoption Goal	Set Aside Goal (@124.15)	
One		\$18,765		\$7,500		\$9,372	\$35,637
Two	245	\$30,417	65	\$8,070	102	\$12,663	\$51,150
Three	277	\$34,390	78	\$9,684	116	\$14,401	\$58,475
Four	309	\$38,362	89	\$11,049	132	\$16,388	\$65,799
Five	341	\$42,335	100	\$12,415	148	\$18,374	\$73,124
Six	341	\$42,335	100	\$12,415	148	\$18,374	\$73,124
Seven	341	\$42,335	100	\$12,415	148	\$18,374	\$73,124
<b>Total</b>		<b>\$248,939</b>		<b>\$73,548</b>		<b>\$107,946</b>	<b>\$430,433</b>

**Project-Level (column J)**

Set aside project reserve funds will be collected annually via one or a combination of the following:

- collaborative fundraising
- subsidy holdback per animal adoption each year
- upfront payment from collaborative member

Procedures and Monitoring of Project Set Aside Funds:

- Lead agency (DCHS) will hold project set aside funds in a reserve account.
- When the partner has met their project-level set aside goal for the year, they will then receive full subsidy/animal for the remaining AB adoptions.

Once the project has ended, the partnership will be self supported through collaborative fundraising.

Year	DCHS			DCFOF			SFTS			Set Aside Goal Collaborative Fundraising	Total Set Aside Goal
	AB Target Adoptions	Holdback per animal	Set Aside Goal	AB Target Adoptions	Holdback per animal	Set Aside Goal	AB Target Adoptions	Holdback per animal	Set Aside Goal		
One											\$61,099
Two	245	\$24.49	\$6,000	65	\$92.31	\$6,000	102	\$58.82	\$6,000	\$3,000	\$21,000
Three	277	\$21.66	\$6,000	78	\$76.92	\$6,000	116	\$51.72	\$6,000	\$3,000	\$21,000
Four	309	\$18.34	\$5,667	89	\$63.67	\$5,667	132	\$42.93	\$5,667	\$4,000	\$21,000
Five	341	\$14.66	\$5,000	100	\$50.00	\$5,000	148	\$33.78	\$5,000	\$4,000	\$19,000
Six		\$0.00	\$0		\$0.00	\$0		\$0.00	\$0	\$5,000	\$5,000
Seven		\$0.00	\$0		\$0.00	\$0		\$0.00	\$0	\$5,000	\$5,000
<b>Total</b>			<b>\$22,667</b>			<b>\$22,667</b>			<b>\$22,667</b>	<b>\$24,000</b>	<b>\$153,099</b>

## V. Budget

See Attached Excel workbook: strategic plan multi year individual budgets.xls.

## VI. 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