

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: March 25, 2010

**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 <a href="http://www.giveshelter.org">www.giveshelter.org</a>
3i) EMAIL ADDRESS <a href="mailto:PMSmith@giveshelter.org">PMSmith@giveshelter.org</a>	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.

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.

	2009	2008	2007	2006
8a) Total Revenue	\$3,201,005	\$1,998,562	\$1,986,942	\$2,134,947
8b) Total Expenses	\$2,731,704	\$2,482,009	\$2,493,666	\$2,522,280
8c) Total Net Assets	\$6,143,548	\$5,566,433	\$6,049,880	\$6,606,714
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

<b>11a) Human Population (HP) of Dane County</b>	<b>491,357</b>
<b>11b) Date of Data</b>	<b>2009</b>
<b>11c) Estimated Population of Cats (not including ferals)</b> [(HP divided by 2.67) multiplied by .66]	<b>121,459</b>
<b>11d) Estimated Population of Dogs</b> [(HP divided by 2.67) multiplied by .58]	<b>106,737</b>

#### 12. ANIMAL ORGANIZATIONS IN THE TARGET COMMUNITY

<b>12. ANIMAL SHELTERS &amp; OTHER WELFARE GROUPS IN THE TARGET COMMUNITY</b> List Groups by Name under the appropriate Type	<b>(12a) OPERATES SHELTER Yes/No</b>	<b>(12b) S/N CLINIC Yes/No</b>	<b>(12c) S/N BEFORE ADOPTION Yes/No</b>	<b>(12d) IN THE PROJECT Yes/No</b>
Category 1: Traditional Shelters (TR)				
Dane County Humane Society	Yes	Yes	Yes	Yes
Category 2: Adoption Guarantee Organizations (AG)				
Shelter from the Storm	Yes	Yes	Yes	Yes
Dane County Friends of Ferals	Yes	No	Yes	Yes
Heartland Farm Sanctuary	Yes	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*
<b>*Declined due to restrictions against "out of county" intake and transfers.</b>				

## 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		Annual Baseline		
		Dog	Cat	Total
<b>A</b>	<b>BEGINNING SHELTER COUNT</b>	<b>38</b>	<b>234</b>	<b>272</b>
	<b>INTAKE (Live Dogs &amp; Cats Only)</b>			
	<i>From the Public (Dane County animals only)</i>			
	Healthy	1066	1031	2097
	Treatable – Rehabilitatable	250	1290	1540
	Treatable – Manageable	16	83	99
	Unhealthy & Untreatable	216	685	901
<b>B</b>	<b>Subtotal Intake from the Public (Dane County animals only)</b>	<b>1548</b>	<b>3089</b>	<b>4637</b>
	<i>Incoming Transfers from Maddie Partners (Dane County animals only) (specify orgs)</i>			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
<b>C</b>	<b>Subtotal Intake from Incoming Transfers from Maddie Partners (Dane County animals)</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<i>Incoming Transfers from Non-Partners in Dane County (specify orgs)</i>			

	Healthy (Canine Feline Friends, Angel's Wish)	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable (Helene Dwyer Rescue)	0	0	0
	Unhealthy & Untreatable	0	0	0
<b>D1</b>	<b>Subtotal Intake from Incoming Transfers from Non-Partners in Dane County</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<i>From Out of County (specify orgs)</i>			
	Healthy (Canine Feline Friends, Angel's Wish)	57	53	110
	Treatable – Rehabilitatable	73	81	154
	Treatable – Manageable (Helene Dwyer Rescue)	1	2	3
	Unhealthy & Untreatable	15	40	55
<b>D2</b>	<b>Subtotal Intake from Out of County</b>	<b>146</b>	<b>176</b>	<b>322</b>
	<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
<b>E</b>	<b>Subtotal Intake from Owners/Guardians Requesting Euthanasia</b>	<b>72</b>	<b>121</b>	<b>193</b>
<b>F</b>	<b>Total Intake [B + C + D + E]</b>	<b>1766</b>	<b>3386</b>	<b>5152</b>
<b>G</b>	<b>Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	<b>72</b>	<b>121</b>	<b>193</b>
<b>H</b>	<b>ADJUSTED TOTAL INTAKE [F minus G]</b>	<b>1694</b>	<b>3265</b>	<b>4959</b>
	<b>ADOPTIONS</b> (only dogs and cats adopted by the public)			
	<i>Involving Animals from Dane County</i>			
	Healthy	300	731	1031
	Treatable – Rehabilitatable	233	804	1037
	Treatable – Manageable	7	4	11
	Unhealthy & Untreatable	3	2	5
	<b>SUBTOTAL ADOPTIONS - DANE COUNTY ANIMALS</b>	<b>543</b>	<b>1541</b>	<b>2084</b>
	<i>Involving Animals from Out of County</i>			
	Healthy	43	40	83
	Treatable – Rehabilitatable	61	59	120
	Treatable – Manageable	1	1	2
	Unhealthy & Untreatable	1	0	1
	<b>SUBTOTAL ADOPTIONS - OUT OF COUNTY ANIMALS</b>	<b>106</b>	<b>100</b>	<b>206</b>
<b>I</b>	<b>TOTAL ADOPTIONS</b>	<b>649</b>	<b>1641</b>	<b>2290</b>
	<b>OUTGOING TRANSFERS to Maddie Partners (Dane County animals) (specify orgs)</b>			
	Healthy	25	33	58
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
<b>J1</b>	<b>TOTAL OUTGOING TRANSFERS to Maddie Partners (Dane County animals)</b>	<b>25</b>	<b>90</b>	<b>115</b>
	<b>OUTGOING TRANSFERS to Maddie Partners (Out of County animals) (specify</b>			

	orgs)			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
<b>J2</b>	<b>TOTAL OUTGOING TRANSFERS to Maddie Partners (Out of County animals)</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>OUTGOING TRANSFERS to Non-Maddie Partners (specify orgs)</b>			
	Healthy	16	39	55
	Treatable – Rehabilitatable	21	22	43
	Treatable – Manageable	2	4	6
	Unhealthy & Untreatable	0	0	0
<b>K</b>	<b>TOTAL OUTGOING TRANSFERS to Non-Maddie Partners</b>	<b>39</b>	<b>65</b>	<b>104</b>
<b>L</b>	<b>RETURN TO OWNER/GUARDIAN</b>	<b>725</b>	<b>216</b>	<b>941</b>
	<b>DOGS &amp; CATS EUTHANIZED</b>			
<b>M</b>	Healthy (Includes Owner/Guardian Requested Euthanasia)	0	28	28
<b>N</b>	Treatable – Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	0	482	482
<b>O</b>	Treatable – Manageable (Includes Owner/Guardian Requested Euthanasia)	0	79	79
<b>P</b>	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	348	828	1176
<b>Q</b>	Total Euthanasia [M + N + O + P]	<b>348</b>	<b>1417</b>	<b>1765</b>
<b>R</b>	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	<b>72</b>	<b>121</b>	<b>193</b>
<b>S</b>	<b>ADJUSTED TOTAL EUTHANASIA [Q minus R]</b>	<b>276</b>	<b>1296</b>	<b>1572</b>
<b>T</b>	<b>SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	<b>1714</b>	<b>3308</b>	<b>5022</b>
<b>U</b>	<b>DIED OR LOST IN SHELTER/CARE</b>	<b>0</b>	<b>26</b>	<b>26</b>
<b>V</b>	<b>TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	<b>1714</b>	<b>3334</b>	<b>5048</b>
<b>W</b>	<b>ENDING SHELTER COUNT</b>	<b>18</b>	<b>165</b>	<b>183</b>

## B) ADOPTION GUARANTEE ORGANIZATIONS

NAME OF ORGANIZATION: Dane County Friends of Ferals, Shelter From The Storm, & Heartland Farm Sanctuary		Annual		
		Dog	Cat	Total
<b>A</b>	<b>BEGINNING SHELTER COUNT</b>	<b>42</b>	<b>154</b>	<b>196</b>
	<b>INTAKE (Live Dogs &amp; Cats Only)</b>			
	<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>B</b>	<b>Subtotal Intake from the Public</b>	<b>33</b>	<b>286</b>	<b>319</b>
	<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
<b>C</b>	<b>Subtotal Intake from Incoming Transfers from Maddie Partners</b>	<b>25</b>	<b>107</b>	<b>132</b>
	<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
<b>D1</b>	<b>Subtotal Intake from Incoming Transfers from Non-Partners in Dane County</b>	<b>0</b>	<b>13</b>	<b>13</b>
	<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
<b>D2</b>	<b>Subtotal Intake from Out of County</b>	<b>257</b>	<b>182</b>	<b>439</b>
	<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
<b>E</b>	<b>Subtotal Intake from Owners/Guardians Requesting Euthanasia</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>F</b>	<b>Total Intake [B + C + D + E]</b>	<b>315</b>	<b>588</b>	<b>903</b>
<b>G</b>	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	0	0	0
<b>H</b>	<b>ADJUSTED TOTAL INTAKE [F minus G]</b>	<b>315</b>	<b>588</b>	<b>903</b>
	<b>ADOPTIONS (only dogs and cats adopted by the public)</b>			
	<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
	<b>Subtotal Adoptions Involving Dogs and Cats from DCHS (Dane County animals)</b>	<b>25</b>	<b>86</b>	<b>111</b>
	<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
	<b>Subtotal Adoptions Involving Dogs and Cats From the Public and Other Organizations (Dane County animals only)</b>	<b>45</b>	<b>271</b>	<b>316</b>
	<b>SUBTOTAL ADOPTIONS - DANE COUNTY ANIMALS ONLY</b>	<b>70</b>	<b>357</b>	<b>427</b>
	<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
	<b>Subtotal Adoptions Involving Dogs and Cats from Out of County</b>	<b>259</b>	<b>112</b>	<b>371</b>
<b>I</b>	<b>TOTAL ADOPTIONS</b>	<b>329</b>	<b>469</b>	<b>798</b>
	<b>OUTGOING TRANSFERS to Organizations within Community/Coalition (specify orgs)</b>			
	Healthy	0	17	17
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
<b>J</b>	<b>TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition</b>	<b>0</b>	<b>17</b>	<b>17</b>
	<b>OUTGOING TRANSFERS to Organizations outside Community/Coalition (specify orgs)</b>			
	Healthy	0	24	24
	Treatable – Rehabilitatable	0	4	4
	Treatable – Manageable	0	2	2
	Unhealthy & Untreatable	0	0	0
<b>K</b>	<b>TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition</b>	<b>0</b>	<b>30</b>	<b>30</b>
<b>L</b>	<b>RETURN TO OWNER/GUARDIAN</b>	<b>0</b>	<b>5</b>	<b>5</b>
	<b>DOGS &amp; CATS EUTHANIZED</b>			
<b>M</b>	Healthy (Includes Owner/Guardian Requested Euthanasia)	0	0	0
<b>N</b>	Treatable – Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	0	0	0
<b>O</b>	Treatable – Manageable (Includes Owner/Guardian Requested Euthanasia)	0	0	0
<b>P</b>	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	8	24	32
<b>Q</b>	Total Euthanasia [M + N + O + P]	<b>8</b>	<b>24</b>	<b>32</b>
<b>R</b>	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	0	0	0
<b>S</b>	<b>ADJUSTED TOTAL EUTHANASIA [Q minus R]</b>	<b>8</b>	<b>24</b>	<b>32</b>
<b>T</b>	<b>SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	<b>337</b>	<b>545</b>	<b>882</b>
<b>U</b>	<b>DIED OR LOST IN SHELTER/CARE</b>	<b>0</b>	<b>29</b>	<b>29</b>
<b>V</b>	<b>TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	<b>337</b>	<b>574</b>	<b>911</b>
<b>W</b>	<b>ENDING SHELTER COUNT</b>	<b>20</b>	<b>168</b>	<b>188</b>

## 16. COMPILING THE SHELTER STATISTICS FOR THE TARGET COMMUNITY

	NAME OF ORGANIZATION: Dane County Community Summary	Annual		
		Dog	Cat	Total
<b>A</b>	<b>BEGINNING SHELTER COUNT</b>	<b>80</b>	<b>388</b>	<b>468</b>
	<b>INTAKE (Live Dogs &amp; Cats Only)</b>			
	<i>From the Public</i>			
	Healthy	1099	1194	2293
	Treatable – Rehabilitatable	250	1316	1566
	Treatable – Manageable	16	84	100
	Unhealthy & Untreatable	216	781	997
<b>B</b>	<b>Subtotal Intake from the Public</b>	<b>1581</b>	<b>3375</b>	<b>4956</b>
	<i>Incoming Transfers from Maddie Partners (specify orgs)</i>			<b>0</b>
	Healthy	25	50	75
	Treatable – Rehabilitatable	0	30	30
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	27	27
<b>C</b>	<b>Subtotal Intake from Incoming Transfers from Maddie Partners</b>	<b>25</b>	<b>107</b>	<b>132</b>
	<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
<b>D1</b>	<b>Subtotal Intake from Incoming Transfers from Non-Partners in Dane County</b>	<b>0</b>	<b>13</b>	<b>13</b>
	<i>From Out of County (specify orgs)</i>			
	Healthy	314	235	549
	Treatable – Rehabilitatable	73	81	154
	Treatable – Manageable	1	2	3
	Unhealthy & Untreatable	15	40	55
<b>D2</b>	<b>Subtotal Intake from Out of County</b>	<b>403</b>	<b>358</b>	<b>761</b>
	<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
<b>E</b>	<b>Subtotal Intake from Owners/Guardians Requesting Euthanasia</b>	<b>72</b>	<b>121</b>	<b>193</b>

<b>F</b>	<b>Total Intake</b> [B + C + D + E]	<b>2081</b>	<b>3974</b>	<b>6055</b>
<b>G</b>	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	<b>72</b>	<b>121</b>	<b>193</b>
<b>H</b>	<b>ADJUSTED TOTAL INTAKE</b> [F minus G]	<b>2009</b>	<b>3853</b>	<b>5862</b>
	<b>ADOPTIONS</b> (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
	<b>Subtotal Adoptions Involving Dogs and Cats from DCHS (Dane County animals)</b>	<b>25</b>	<b>86</b>	<b>111</b>
	<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
	<b>Subtotal Adoptions Involving Dogs and Cats From the Public and Other Organizations (Dane County animals only)</b>	<b>45</b>	<b>271</b>	<b>316</b>
	<b>SUBTOTAL ADOPTIONS - DANE COUNTY ANIMALS ONLY</b>	<b>613</b>	<b>1898</b>	<b>2511</b>
	<i>Involving Dogs and Cats from Out of County</i>			
	Healthy	302	152	454
	Treatable – Rehabilitatable	61	59	120
	Treatable – Manageable	1	1	2
	Unhealthy & Untreatable	1	0	1
	<b>Subtotal Adoptions Involving Dogs and Cats from Out of County</b>	<b>365</b>	<b>212</b>	<b>577</b>
<b>I</b>	<b>TOTAL ADOPTIONS</b>	<b>978</b>	<b>2110</b>	<b>3088</b>
	<b>OUTGOING TRANSFERS</b> 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
<b>J</b>	<b>TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition</b>	<b>25</b>	<b>107</b>	<b>132</b>
	<b>OUTGOING TRANSFERS</b> 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
<b>K</b>	<b>TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition</b>	<b>39</b>	<b>95</b>	<b>134</b>
<b>L</b>	<b>RETURN TO OWNER/GUARDIAN</b>	<b>725</b>	<b>221</b>	<b>946</b>
	<b>DOGS &amp; CATS EUTHANIZED</b>			
<b>M</b>	Healthy <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	28	28
<b>N</b>	Treatable – Rehabilitatable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	482	482
<b>O</b>	Treatable – Manageable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	0	79	79
<b>P</b>	Unhealthy & Untreatable <i>(Includes Owner/Guardian Requested Euthanasia)</i>	356	852	1208
<b>Q</b>	Total Euthanasia [M + N + O + P]	<b>356</b>	<b>1441</b>	<b>1797</b>
<b>R</b>	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	72	121	193
<b>S</b>	<b>ADJUSTED TOTAL EUTHANASIA [Q minus R]</b>	<b>284</b>	<b>1320</b>	<b>1604</b>
<b>T</b>	<b>SUBTOTAL OUTCOMES [I + J + K + L + S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	2051	3853	5904
<b>U</b>	<b>DIED OR LOST IN SHELTER/CARE</b>	<b>0</b>	<b>55</b>	<b>55</b>
<b>V</b>	<b>TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>	2051	3908	5959
<b>W</b>	<b>ENDING SHELTER COUNT</b>	<b>38</b>	<b>333</b>	<b>371</b>

## 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	2,084
17m	For All Adoption Guarantee Organizations	427
17n	Total Adoption Baseline	2,511

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.

<b>18)</b>	<b>72%</b>
------------	------------

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**

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.

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

<b>Healthy + Treatable Euthanasia</b>	Jul	Aug	Sep	Oct	Nov	Dec	Y3.1	Jan	Feb	Mar	Apr	May	Jun	Y3.2	Total
<b>Dane County Humane Society</b>															
Baseline	101	50	87	73	61	28	400	18	9	24	30	33	75	189	589
Reduction Target	-79	-40	-68	-56	-46	-23	-312	-16	-8	-21	-25	-27	-62	-159	-471
Total Year 3 Goal	22	10	19	17	15	5	88	2	1	3	5	6	13	30	118

### 22. TOTAL EUTHANASIA GOALS

<b>Total Euthanasia</b>	Jul	Aug	Sep	Oct	Nov	Dec	Y3.1	Jan	Feb	Mar	Apr	May	Jun	Y3.2	Total
<b>Dane County Humane Society</b>															
Baseline	180	175	238	243	153	101	1090	83	77	117	111	133	154	675	1765
Reduction Target	-79	-40	-68	-56	-46	-23	-312	-16	-8	-21	-25	-27	-62	-159	-471
Goal	101	135	170	187	107	78	778	67	69	96	86	106	92	516	1294
<b>Dane County Friends of Ferals</b>															
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
<b>Heartland Farm Sanctuary</b>															
Baseline	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reduction Target	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Shelter from the Storm</b>															
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
<b>Project Total</b>															
Total Baseline	182	178	242	252	155	105	1114	83	77	117	116	133	157	683	1797
Total Reduction Target	-79	-40	-68	-56	-46	-23	-312	-16	-8	-21	-25	-27	-62	-159	-471
Total Year 3 Goal	103	138	174	196	109	82	802	67	69	96	91	106	95	524	1326



**27. GRANT REQUEST FOR YEAR FIVE**

**\$ 159,030**

**Part IX: Year Three Project**

**35. YEAR THREE 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 Three Adoption Subsidies:**

- (1) Year 3 adoption subsidy for pets transferred from DCHS: **\$ 400**
- (2) Year 3 adoption subsidy for pets taken from the public: **\$ 80**
- (3) Year 3 contingency fund for adoptions in excess of goal\*: **0**

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

**35b) Year Three 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	2,087	0	210	210	2,297	\$400	\$80	\$16,800
DCFOF	254	78	0	78	332	\$400	\$80	\$31,200
HFS	0	12	0	12	12	\$400	\$80	\$4,800
SFTS	173	171	0	171	344	\$400	\$80	\$68,400
<b>TOTAL</b>	<b>2,514</b>	<b>261</b>	<b>210</b>	<b>471</b>	<b>2,985</b>			<b>\$121,200</b>

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

- Monthly reports from each participating agency will be submitted to DCHS by the 5<sup>th</sup> 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.

- Maddie's® Fund has agreed to provide additional funding to cover all adoptions completed above goal at the same subsidy rate as above. This will be reconciled at the end of the funding year and requested by the lead agency.

### 35d) Year Three 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**

	DCFOF	HFS	SFTS	DCHS	Total
<i>Baseline Adoptions (Dane County Animals)</i>	254	0	173	2084	<b>2511</b>
Increase Adoption Staff & Expand Hours	47	0	40	70	<b>157</b>
Expand Adoption Outreach	0	12	80	80	<b>172</b>
Expand/Maintain Foster Program	10	0	0	30	<b>40</b>
Improve Medical Treatment Protocols	0	0	0	10	<b>10</b>
Collaborative Adoption Events & Incentives	21	0	51	20	<b>92</b>
<i>Total Above Baseline by partner</i>	78	12	171	210	<b>471</b>
<b>TOTAL DANE COUNTY ADOPTIONS</b>	332	12	344	2294	<b>2982</b>

#### **Increase Adoption Staff & Expand Hours**

##### *DCFOF*

Dane County Friends of Ferals (DCFOF) has increased the number of adoption fairs each month. If there is at least one additional adoption each week at this extra adoption fair, this will increase adoptions by 52 cats in one year. Taking into account holiday weeks when a fair may not be possible, DCFOF feels that 47 additional adoptions is a reasonable goal for this strategy in Year 3.

##### *SFTS*

SFTS hired additional staff in Year 2 including an Outreach and Fundraising Coordinator and a Shelter Manager whose main responsibilities are to optimize shelter adoption events and help meet and exceed the adoption baseline set for the Pet Rescue Project. SFTS's goal is to help expedite the movement of animals through the rescue to minimize the time it takes to place them into their permanent home. In Year 3, SFTS plans to add an additional paid position specifically for processing adoption applications, handling adoption requests, and scheduling adoption appointments.

##### *DCHS*

Changes made to DCHS's volunteer program since 2009 have resulted in more volunteers helping with adoptions thereby increasing DCHS's ability to facilitate more adoptions. DCHS will continue to utilize volunteers in this role to sustain the positive impact this has had on its adoption program. Pending continued success with adoption volunteer recruitment and retention, DCHS will explore the possibility of expanding hours even more. The adoption centers are open at least half days, 7 days a week. The main shelter adoption center is open 7 days a week with Wednesday by appointment only.

## **Expand Adoption Outreach**

### *DCFOF*

DCFOF does not have specific plans to expand their adoption outreach for Year 3. DCFOF will focus on maintaining their current outreach events and programs in addition to the adoption fairs listed above. DCFOF currently houses available animals at three Mounds satellite adoption centers through the collaboration.

### *HFS*

This is Heartland Farm Sanctuary's first year participating in *Maddie's® Pet Rescue Project in Dane County*. HS is focusing on a previously unexplored market. They are contacting farmers with a barn or other shelter appropriate to house feral cats. Since HFS's primary focus is to find adoptive and foster homes for homeless farm animals, they are introducing themselves to farmers all over Dane County and adjacent counties. When they explain their feral cat adoption options, many farmers want to adopt a cat themselves, or refer them to another farmer or rural landowner who does.

### *SFTS*

SFTS has relocated their "Spay Me" clinic to a separate building located in Sun Prairie, Wisconsin. This has allowed SFTS to reorganize and potentially expand the space at their shelter. The Spay Me clinic provides an additional promotional outlet for SFTS's available animals and services as well as the collaboration. SFTS continues weekly adoption events at Petsmart East and Petsmart West. In addition, SFTS is housing available cats at two Mound's satellite adoption centers along with Dane County Humane Society and DCFOF. SFTS did have available cats at the Middleton Mounds as well, but it proved very difficult in Year 2 to provide the medical and volunteer support to maintain this location. SFTS will not continue this adoption location in Year 3.

### *DCHS*

In May 2009, DCHS opened a new Adoption Center on the west side of Madison, Wisconsin. During its first 11 months of operation, this satellite adoption center has averaged over 40 animal adoptions per month. These are primarily cat adoptions, but also include some dog and critters. DCHS estimates this location will complete over 500 adoptions per year with continued promotion and exposure for the location.

## **Expand/Maintain Foster Program**

### *DCFOF*

A significant factor in maintaining cats in foster is DCFOF's ability to provide medical care in a cost effective and convenient manner. DCFOF holds regular bi-weekly evening medical clinics specifically for their foster families. These are scheduled in advance so pre-scheduled appointments are not necessary. DCFOF encourages foster parents to use these times for routine medical care such as vaccine boosters, deworming, and FeLuk/FIV testing. For emergency or preexisting medical issues, foster parents can contact the DCFOF staff veterinarian and schedule appointments as needed.

Foster parents are responsible for providing food and litter; however, DCFOF maintains an area at Sly's place where donated items are made available to foster families. These items are donated regularly and generously by the public. DCFOF loans cat condos, litter boxes, bedding, food bowls, and supplies to foster parents as needed and available.

### *SFTS*

SFTS consistently recruits foster homes and relies on them ultimately for the number of animals they are able to help. SFTS provides medical care in addition to food and animal care supplies as needed and available. Foster volunteers provide additional food, shelter, socialization, and transportation to adoption events each weekend. SFTS has a very successful shelter that is able to hold up to 20 dogs at any given time run by both paid staff and volunteers. The foster program allows them to increase this capacity substantially.

## *DCHS*

A large amount of the coordination for DCHS's foster program is managed by a dedicated volunteer. To aid in the expansion of the program, DCHS is working to provide the program with additional staff support by integrating some of the program oversight into existing staff positions. It is hoped that in Year 3 DCHS will be able to recruit more long term foster homes that would be willing to take harder to place animals, especially cats, into their homes particularly during the busier seasons.

## **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 facility continues to provide 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*

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

When an animal enters the rescue SFTS's goal is to evaluate it both medically and behaviorally as quickly as possible after it arrives. They plan to continue this and are working hard to make all animals available for adoption within a week of entering the rescue.

### *DCHS*

In September 2003, DCHS began a Dermatophyte (ringworm) treatment program through contributions and collaboration with Mounds Pet Food Warehouse, DVM Pharmaceuticals, University of Wisconsin School of Veterinary Medicine, UC Davis, and a team of dedicated volunteers. This program has since become nationally recognized and has changed the standard for the way that infections and outbreaks in animal shelters are treated. Prior to this program, animals infected with ringworm were considered untreatable and frequently euthanized due to the highly contagious nature of this fungus. DCHS's program has led to the recognition of ringworm as a treatable/manageable condition in the shelter environment. With proper treatment, these cats and kittens can become healthy again, gain weight, and be placed in loving homes. Presentations of this ringworm treatment program have been given at numerous major national veterinary conferences. DCHS has received the "Best Practice Award-Getting to Zero: Ending Euthanasia of Healthy and Treatable Animals" presented by American Humane Association's 2006 National Leadership.

DCHS's Dermatophyte treatment program is currently housed in a 40+ year old trailer which is no longer sufficient to meet the program's needs. Not only does DCHS treat its own animal population, but when able reach out to other area shelters and rescues to provide treatment for their animals in need. The 1960s era trailer currently housing the program is inefficient for heating and cooling, lacks sufficient plumbing, has a failing floor and roof, and is no longer a safe work place for employees, volunteers, or safe housing facility for the felines receiving treatment. The replacement facility is a 2000 square foot, single story wood frame structure. This new building will be adjacent to the current DCHS facility and will be completely isolated from the healthy shelter population. There will be space designated for supply storage, equipment, isolated treatment of ringworm and upper respiratory infections. There will also be a separate room for follow-up examinations and evaluation.

Estimated costs for this total project are \$348,000. The goal of this project is to be 100% donor and grant financed. At this time approximately 65% of the funds have been secured through various donations and grants including a \$100,000 matching grant from Maddie's Fund.

### **Collaborative Adoption Events and Incentives**

In the first two years of Maddie's<sup>®</sup> Pet Rescue Project, DCHS, DCFOF, and SFTS collaborated in several adoption events. Two 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 3, the collaboration plans to continue and build upon these collaborative adoption events. The collaboration will continue to develop and maintain an updated web page displaying the partners as a collaborative unit with additional links to information about each partner, upcoming events, and the *Maddie's<sup>®</sup> Pet Rescue Project*. Heartland Farm Sanctuary plans to attend these events to promote their program and participation in *Maddie's<sup>®</sup> Pet Rescue Project*. They do not expect these events to lead to a large number of adoptions as they are focusing on farmers specifically.

### **Transfer Fee**

In prior years, fees for services performed on animals transferred to the partners was reimbursed through the grant. Beginning in Year 3, the partners will be responsible for these fees. The services that DCHS provides to transfer animals for which a service fee will apply including spay/neuter, FeLV and FIV testing, Rabies vaccinations, and Heartworm testing. Only services needed at the time transfer is arranged will be subject to these fees.

- Once DCHS has made the decision not to place the animal for adoption through DCHS, DCHS will not provide any further services free of charge. (i.e. – an animal has stayed at DCHS through the stray period and is not a candidate for adoption at DCHS. DCHS will explore rescue options and if available can offer the services mentioned for a fee, or transfer the animal and the rescue group can take on the responsibility of arranging the services elsewhere at their own expense.)
- There will never be a fee for services done at intake at DCHS or any service done in preparation for making an animal available for adoption at DCHS. (i.e. – an animal is altered, vaccinated for Rabies, heartworm tested, microchipped, and made available for adoption at DCHS. This animal then becomes a transfer candidate due to kennel stress, newly discovered medical issues, space, etc. There will be no service fees applied for this transfer.)
- Each group can elect to take the transfer animal as is and perform the above services at a location of their choosing and at their own expense or they can pay DCHS to provide these services prior to or post-transfer.

<b>Service</b>	<b>Cost per service</b>
Spay/Neuter (cat)	\$30.00
Spay (dog)	\$100.00
Neuter (dog)	\$75.00
Rabies vaccine	\$5.00
FeLV test	\$8.50
FIV/FeLV test	\$13.00
Heartworm test (dog)	\$4.00

Fee will be tracked by DCHS and subtracted from monthly subsidy payments as appropriate.

### 36. YEAR THREE FUNDRAISING & INCOME GENERATING STRATEGIES

Amount of MF Grant	Organization Fundraising (FR) Subsidies	Total Set Aside	Project Level		DCFOF		HFS		SFTS		DCHS	
			FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal
\$169,560	\$3,500	\$58,404	\$0	\$3,000	\$1,000	\$9,672	\$500	\$1,488	\$1,000	\$21,204	\$1,000	\$26,040

In Years 1 and 2, the collaboration focused on activities centered around adoption events. The collaboration began expanding that focus to include more fundraising in Year 2 and would like to continue this into Year 3 and beyond.

In Year 2, DCHS's Bark and Wine, a well established annual fundraising event was altered to include a collaborative fundraising raffle. The 2010 raffle raised approximately \$18,000 for DCHS, and \$1,000 each for DCFOF and SFTS. The event (held every May) netted approximately \$60,000 for DCHS. It is hoped that this will become a more collaborative focused event in Year 3. DCHS has plans underway to develop a new shelter specific event to replace this one should Bark and Wine become totally collaborative.

The collaboration's goal for fundraising is to generate \$3,000+/year for Years 3 and beyond to cover overhead project costs for year 6 and 7. Additional administrative funds will be used to hold events and raise funds that will be divided equally among the partners to be used for their organization sustainability. Our goal is to plan and implement at least three fundraisers throughout Year 3 which each group leading at least one event or program.

Each partner is responsible for generating funds and establishing a plan to continue to meet goals beyond the project. Each organization is saving and or investing a portion of their subsidy payments. Additionally, each partner is continually trying to cut costs while developing fundraising events in order to continue their life saving services. Each partner will receive a stipend to help develop and implement income generating strategies.

### 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 all event posters
- Maddie's stickers distributed at events as appropriate
- 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 THREE BUDGET

<b>INCOME</b>	
Maddie's Fund Grant	169,560.00
<b>TOTAL INCOME</b>	<b>169,560.00</b>
<b>EXPENSES</b>	
<b>SUBSIDIES</b>	
Adoption Subsidies	121,200.00
Partner Sustaining stipend	3,500.00
	<b>124,700.00</b>
<b>PROGRAMS &amp; SERVICES</b>	
<b>Advertising &amp; Event Costs</b>	
Collaborative Adoption Events	3,000.00
Collaborative & Partner Fundraising	1,500.00
Collaborative Awareness	3,484.00
	<b>7,984.00</b>
<b>OPERATING</b>	
<b>Salaries</b>	
Maddie's Grant Coordinator	19,796.00
Maddie's Transfer Assistant	3,300.00
Satellite Adoption Coordinator	11,880.00
	<b>34,976.00</b>
<b>General &amp; Administrative</b>	
Postage	100.00
Office Supplies	500.00
Telephone	600.00
Equipment	200.00
Building	500.00
	<b>1,900.00</b>
<b>TOTAL EXPENSE</b>	<b>169,560.00</b>

### 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.

Heartland and DCFOF both adopt and find foster homes for feral cats. DCHS admits feral cats, but does not adopt them to homes. DCHS transfers ferals to Heartland and DCFOF whenever possible. If a feral is unable to be transferred due to health or space availability then the animal may be humanely euthanized. SFTS does not shelter feral cats.

DCHS and SFTS admit and adopt pit bull dogs. Each organization works closely with this breed to provide any necessary socialization and behavior modification to make them available for adoption. If a specific animal is not considered safe to adopt to a family, they do everything possible to find a sanctuary or alternative placement. Animals are only euthanized if the animal's health or behavior is considered untreatable and no alternative placement is possible. DCFOF and Heartland Farm Sanctuary do not shelter canines.

In late 2009, the commercial dog breeders licensure bill, AB-250/SB-208, was passed and signed into law by Wisconsin Governor Jim Doyle. This bill requires persons who sell dogs or operate animal shelters or animal control facilities to be licensed by the Department of Agriculture, Trade and Consumer Protection (DATCP), beginning 18 months after the bill is enacted into law. This bill will go into effect June 2011 and DCHS will be taking an active role in the committee for creating and implementing the rules for this bill. It will require DATCP to inspect each location in Wisconsin when a license is applied for and at least once every two years thereafter. DATCP will make additional inspections during regular business hours to ensure compliance with requirements established in the bill. The bill specifies fees for licenses, generally based on the number of dogs sold, and authorizes DATCP to set higher fees by rule if necessary to cover the costs of administering the program.

#### 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.

	2009	2008	2007	2006
<b>Total Revenue</b>	123,634.00	178,788.00	\$65,600.84	\$32,092.97
<b>Total Expenses</b>	125,517.00	88,644.00	\$47,959.21	\$29,728.74
<b>Total Net Assets</b>	121,569.00	123,452.00	\$33,604.77	\$17,486.02
<b>Calendar Year or Fiscal Year (include month FY begins)</b>	<b>1/1/2009-12/31/2009</b>	<b>1/1/2008-12/31/2008</b>	<b>1/1/2007 - 12/31/2007</b>	<b>1/1/2006-12/31/2006</b>

**Is this organization audited on an annual basis?**

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

**B. Heartland Farm Sanctuary** was founded in 2009, is a nonprofit organization dedicated to helping homeless farm animals in Wisconsin, and building connections between animals and vulnerable youth.

Heartland's mission is to provide care for farm animals in need, nurture people through the human-animal bond, and foster respect and kindness toward animals and each other.

Recognizing the growing and unmet need for farm animal shelters in the state, Heartland Farm Sanctuary strives to create partnerships with Wisconsin's animal shelters, animal control agencies, farmers, schools, and other organizations to raise awareness of farm animals' needs and improve their quality of life. These collaborations are the foundation of Heartland's philosophy of how we can best help these vulnerable creatures. Heartland's goal is to provide veterinary care, rehabilitation, and shelter or permanent sanctuary for farm animals beginning in 2011.

Contact info: **Heartland Farm Sanctuary**  
**Dana Barre**  
**PO Box 45746**  
**Madison, WI 53744-5746**  
**608-219-1172**  
**dana.barre@heartlandfarmsanctuary.org**

### 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.

	2009
<b>Total Revenue</b>	0
<b>Total Expenses</b>	0
<b>Total Net Assets</b>	0
<b>Calendar Year or Fiscal Year (include month FY begins)</b>	<b>1/1/2009-12/31/2009</b>

HFS incorporated in 2009, but completed no fundraising nor had expenses or assets.

**Is this organization audited on an annual basis?**

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

**C. 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.

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

	2009	2008	2007	2006
<b>Total Revenue</b>	477,875.00	\$147,327.30	\$107,060	\$72,507
<b>Total Expenses</b>	465,217.00	\$122,915.92	\$107,867	\$80,723
<b>Total Net Assets</b>	64,271.00	\$29,038.67	\$4,273	\$2,830
<b>Calendar Year or Fiscal Year (include month FY begins)</b>	1/1/2009-12/31/2009	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*
-----	---