



The Pet Rescue Foundation

## Maddie's<sup>®</sup> Pet Rescue Project in Erie County Year One, Semi-Annual October '09 – March '10

### Project Overview

Y1 S1 Oct '09 – Mar '10						
	Baseline S1	Y1 S1 Actual	Diff +/- from baseline S1	% Change	Y1 S1 Goal	Actual as % of Goal
<b>INTAKE</b>						
AG-From Public	509	563	54	11%		
AC-From Public	1,663	1,389	-274	-17%		
TR-From Public	5,856	5,588	-268	-5%		
<b>Subtotal From Public</b>	<b>8,028</b>	<b>7,540</b>	<b>-488</b>	<b>-6%</b>		
AG-From AC	45	166	121	269%		
TR-From AC	75	113	38	51%		
<b>Subtotal From AC</b>	<b>120</b>	<b>279</b>	<b>159</b>	<b>133%</b>		
<b>ADOPTION OF EC ANIMALS</b>						
AG	553	961	408	74%	643	149%
AC	350	377	27	8%	368	102%
TR	2,813	3,373	560	20%	3,094	109%
<b>Total Adoptions – EC Animals</b>	<b>3,716</b>	<b>4,711</b>	<b>995</b>	<b>27%</b>	<b>4,105</b>	<b>115%</b>
<b>EUTHANASIA</b>						
Healthy Deaths	191	0	-191	-100%	0	100%
Treatable Deaths	882	295	-587	-67%	705	239%
<b>Total Deaths</b>	<b>3,396</b>	<b>2,471</b>	<b>-925</b>	<b>-27%</b>	<b>3,028</b>	<b>123%</b>

The partners of the Maddie's<sup>®</sup> Pet Rescue Project in Erie County were able to increase adoptions by nearly 27% over the baseline year of 2007. As a coalition, we exceeded our adoption goal of 4,105 by 506 dogs and cats. There were zero healthy deaths during the first half of Year One. Treatable deaths declined by nearly 67% compared to 2007.

Between October 2009 and March 2010, 7,540 dogs and cats were taken in from the public. This figure represents a 6% decline over baseline intake. The reduction can be attributed in part to a decline in dog surrenders at the City Animal Shelter and at the SPCA.

In January, the SPCA switched to an appointment-based system for cat intake, a move that has helped to reduce surrenders. Between website exposure, media spots and word of mouth, the number of walk-in cat surrenders is almost non-existent. On average, the SPCA sets up four to eight appointments per day. Kittens are taken in immediately. When making call backs to set up an appointment for intake, the SPCA has found that a significant percentage of owners had

second thoughts about surrendering their pet and decide to keep it, or have already made alternative arrangements.

## **Progress on Project Objectives**

### **A. Increase Adoptions**

<b>Organization</b>	<b>S1 Baseline Adoptions Of EC Animals</b>	<b>Total Y1 S1 Adoption Goal</b>	<b>Total Y1 S1 Actual Adoptions of EC Animals</b>
Buffalo Humane (BH)	13	37	72
HEART	154	177	179
Second Chance	121	146	198
Ten Lives Club (TLC)	265	283	512
City of Buffalo Animal Shelter (CBAS)	350	368	377
SPCA Serving Erie County (SPCA)	2,813	3,094	3,373
<b>TOTAL</b>	<b>3,716</b>	<b>4,105</b>	<b>4,711</b>

### **Maddie's<sup>®</sup> Coalition Adoption Events & Programs**

<b>Coalition Adoption Events</b>	<b>Date</b>	<b># of Adoptions</b>						
		<b>SPCA</b>	<b>CBAS</b>	<b>BH</b>	<b>HEART</b>	<b>Second Chance</b>	<b>TLC</b>	<b>Total</b>
Galleria Mall Adoption Center	N/A	682	58	6	51	26	31	854
Maddie's <sup>®</sup> Project Kickoff Adopt-a-thon	11/8/09	5	8	1	1	2	0	17
Bully for You! adoption event *	3/20/10	6	2	4	-	-	-	12
<b>Total</b>		<b>693</b>	<b>68</b>	<b>11</b>	<b>52</b>	<b>28</b>	<b>31</b>	<b>883</b>

\*HEART, Second Chance and Ten Lives Club did not participate.

The Galleria Mall Adoption Center is an off-site location for coalition members to showcase cats for adoption. The Project partners began placing cats at the Galleria on October 1<sup>st</sup>. There are 15 cat condos, ten of which are allocated to the lead agency, the SPCA. Each of the remaining partners has one condo.

The Maddie's<sup>®</sup> Pet Rescue Project Kickoff Adopt-a-thon was held on November 8<sup>th</sup> at a concert/event hall in Buffalo. Approximately 300 people attended throughout the course of three and a half hours. The event resulted in the adoption of 17 dogs and cats and brought great exposure to the Project.

On March 20<sup>th</sup>, the SPCA hosted Bully for You!, an adoption event featuring pit bull type dogs. Black Dog, Second Chance, Buffalo Humane, the City of Buffalo Animal Shelter, and the SPCA all participated. New adopters received a certificate for a free private obedience training session from a local professional dog trainer along with a Jump Start Kit containing a Kong, training treats, a training DVD and a \$10 gift certificate to use at the SPCA's Petique. Twelve bully breeds were adopted.

## **Partner Adoption Events & Programs**

### **Buffalo Humane**

On the second Saturday of every month, Buffalo Humane showcases dogs available for adoption at a local PETCO. They find this opportunity to be very successful, averaging two to three adoptions per month and as many as five per month.

In addition to viewing the monthly presence at PETCO as a chance to adopt out some of their foster dogs, Buffalo Humane finds several other advantages. It is a meet-and-greet opportunity, particularly given the fact that their animals are in foster homes located throughout a three to four county area. Also, it provides Buffalo Humane with the opportunity to recruit new foster homes. Oftentimes people who frequent pet stores are not looking for another pet, but they may be interested in fostering. Many are heartened to learn that they would have control over where their foster dog/cat is placed as Buffalo Humane uses a case management approach to adoptions. Finally, showcasing dogs for adoption at PETCO provides socialization & rehab opportunities for special behavioral cases. Buffalo Humane takes in many dogs that are fearful and/or undersocialized.

To help accommodate cats, Buffalo Humane has added off-site locations at two local veterinary hospitals. They have one condo located at each.

### **HEART**

HEART wisely takes advantage of the many local trade shows that take place at the Fairgrounds Event Center in Hamburg, NY. In January, they had a booth at the Nickel City Dog Show, in February at the Home and Garden Show, and in March at a garden and landscaping show called Plantasia. While these events generally only result in one or two adoptions each, they are important fundraisers for the organization.

On four separate weekends between January and March, HEART set up a table outside of a major department store at the Galleria Mall with cats available for adoption as well as cat-related items for sale. They showcase their cats weekly at a local PetSmart which results in five to eight adoptions per month, as well as a local PETCO which results in two to four adoptions per month. In addition, HEART participated in two adopt-a-thons at PetSmart and held a promotion aimed at Veterans and first responders.

To help further facilitate cat adoptions, HEART features them on the website of a local radio station, 104.1. HEART also features cats once a week in a local suburban newspaper as well as a local publication devoted to those over fifty years old.

### **Second Chance**

In addition to its many off-site locations, Second Chance showcases at the Eastern Hills, located in an affluent suburb of Buffalo, every first, third and fourth Saturday of the month. It is one of their most successful venues and, as a result, they average five to ten cats a month. On the second Saturday of each month, they showcase at a local Petsmart and on the second Sunday of each month at a local PETCO.

Weekly pictures of the cats available for adoption through Second Chance are featured in a free segment of the local Metro and RW publications. These newspapers reach thousands of households in Erie County. Sometimes the ads are effective in finding the right home for a cat, and sometimes the ads do not produce any calls at all. Second Chance also feature cats on the media cork boards of the Kaleida Health System which reaches thousands of employees. The media boards are helpful to get Second Chance's name out in the community but do not necessarily lead to any adoptions.

Finally, Second Chance has created a “Facebook” page and a specific Petfinder webpage dedicated only to Second Chance with a link going back to their website.

### **TLC**

On November 1, 2008, Ten Lives Club opened a storefront at the McKinley Mall, the only mall located in the southern suburbs of Buffalo. As a result, TLC’s adoptions continue to soar over the 2007 baseline. The off-site location can hold approximately 35 cats at any one time.

In October, TLC held a one day pet fair at the Mall in conjunction with the Purina program “Rally to Rescue”. They were able to find homes for five cats. From December 10<sup>th</sup> – 25<sup>th</sup>, Ten Lives Club participated in Home for the Holidays and adopted out 90 cats. In February, they participated in a PetSmart adopt-a-thon and adopted out five cats.

### **CBAS**

During the month of December, the Friends of the City Shelter offered a \$20 PetSmart gift card to adopters that adopted a cat from the PetSmart off-site location. For those who adopted a cat directly at the City Shelter, they received a new adopter’s starter kit. The promotion resulted in 21 cat adoptions and, as a result, the Friends are looking into offering a similar promotion for the summer.

### **SPCA**

In the first quarter, the SPCA ran several promotions as extra incentives to those looking to adopt a cat. October’s promotion was called Spook-CAT-ular. Cat adoption fees were reduced to just \$31. In November, the promotion was called “Saying Thanks” and \$50 was taken off adoption fees. To celebrate the sixth year of the SPCA’s Radiothon, which takes place every December, \$60 was taken off the adoption fee of cats any age. From December 14<sup>th</sup> to the 31<sup>st</sup>, the SPCA ran its “Baby It’s Cold Outside” promotion. Adopters received a gift certificate for \$85 off a cat adoption that could be redeemed between January 2, 2010 and September 30<sup>th</sup>. This equated to a fee waived adult cat adoption and a fee of just \$40 for kittens. For those adopters who did not feel they could use or give away the certificate, they were given \$25 off the adoption fee.

In December, the SPCA instituted a new adoption protocol providing fee waived adoptions for cats over three. Between December 10<sup>th</sup> and March 31<sup>st</sup>, 315 cats over three were adopted. During this same time period last year, 235 cats over three were adopted. The primary motive behind the fee waiver policy was to reduce the length of stay for older cats in the shelter and the move has clearly been successful. In January of 2010, cats over the age of one had a length of stay that was 21.5 days less than the previous year. February brought a reduction in the length of stay of 7.3 days and in March, the length of stay was reduced by five days. The total number of days saved in these three months over the previous year was 5,026.

On February 23<sup>rd</sup>, the SPCA began a segment on facebook known as “Friend Request Tuesday”. Every Tuesday, a video clip of a dog or cat that has been at the shelter for an extended period of time, or has special needs, is featured on the SPCA’s facebook page. Since the promotion began, three dogs and cats have been adopted as a result of the adopter seeing the facebook video.

## **B. Reduce Euthanasia**

### **Keep the Focus on Transferring Pets from AC Shelters**

The Adoption Guarantee partners as well as the SPCA continued to relieve some of the burden on the City Shelter. In total, 279 dogs and cats were transferred to the partners compared to 120 in 2007. This represents a 132.5% increase in the transfer rate over the baseline year.

### **Community Pet Matrix**

The Pet Evaluation Matrix has been used by the partners to classify dogs and cats upon intake. It has helped to streamline how each organization categories various medical and behavioral conditions. Since October 1<sup>st</sup>, the Matrix has been re-evaluated and adjusted to ensure that homeless dogs and cats in Erie County are provided with the highest standard of care.

### **Maintaining an Adoption Guarantee for Healthy Pets**

The Project partners set out to maintain a healthy adoption guarantee from day one and, consequently, there were zero healthy deaths in the first half of Year One. The partners were in constant communication with the City Shelter, and the staff at the City Shelter made certain to contact a partner if a healthy animal was in danger of euthanasia.

### **Reduce Shelter Intake**

Between October 1<sup>st</sup> and March 31<sup>st</sup>, 896 shelter dogs and 1,771 shelter cats were spayed or neutered by the veterinary staff at the SPCA. During this same period in time, 2,961 cats were altered by Operation Pets, including 1,007 through the Maddie's<sup>®</sup> Spay/Neuter Project in Erie County.

Because controlling the feral cat population is so critical to ending euthanasia, the members of the Animal Alliance of Western New York are having discussions on how to organize a spay/neuter blitz at numerous veterinary clinics across the county. One partner in particular, Second Chance, already leads the way in efforts to reduce the feral cat population. They regularly trap and spay or neuter strays in areas of the county that are overriden with cats. If a cat is too unsocial to be adopted, they return it to its previous environment. If it is a cat that has a chance at being adopted, they foster it until a home is found.

To reduce the intake of cats at the SPCA, the behavior staff is trained to counsel owners on a variety of behavior problems that cats may exhibit such as house soiling and problem scratching. If an owner is looking to surrender a dog for obedience reasons, the surrenders staff provides the owner with the names of local certified professional dog trainers. Finally, owners who state that they must surrender their pet for financial reasons are given a supply of dog/cat food.

## **Fundraising/Organizational Development**

As of March 31, 2010, all of the partners have requested fundraising subsidy money. However, the SPCA has not taken its entire subsidy and neither has the coalition. The SPCA is working with a local television station on producing an advertisement and has not yet determined when its remaining subsidy money will be needed. The coalition will be using the remainder of its subsidy money to cover costs associated with a fundraiser on April 29<sup>th</sup> and on September 25<sup>th</sup>.

<b>Organization</b>	<b>Fundraising Subsidy</b>	<b>Fundraising Subsidy Paid in S1</b>	<b>Annual Set Aside Goal</b>	<b>S1 Set Aside Actual</b>
BH	\$250	\$250	\$2,000	\$570
HEART	\$143	\$143	\$2,200	\$1,500
Second Chance	\$143	\$143	\$2,200	\$2,200
TLC	\$143	\$143	\$2,200	\$0
SPCA	\$5,812	\$2,028	\$38,750	\$25,683
Coalition	\$8,650	\$1,783	\$32,500	\$8,428
<b>Total</b>	<b>\$15,151</b>	<b>\$5,265</b>	<b>\$79,850</b>	<b>\$25,343</b>

## **Fundraising**

### **Coalition Fundraising Events**

Through fundraising efforts at the Kickoff Adopt-a-thon, the coalition raised \$8,428. This figure was obtained by selling raffle tickets for a free five night trip for two to Orlando, FL that was donated to us by a member of the SPCA's Board. Raffle ticket sales accounted for nearly 50% of our profit. A basket raffle and a silent auction also took place during the event. The next coalition fundraiser is the PETropolitan Auction of Art on April 29, 2010.

### **Partner Fundraising Events**

#### **Buffalo Humane**

Buffalo Humane began an ongoing fundraiser for Year One of the Project called "Links for Life." The effort encourages people to purchase a colorful band for \$1 to commemorate an animal they have rescued in the past. People are asked to write the name of the rescued animal on the band, and attach it to the continuing chain representing animals rescued here locally. The Links for Life chain would accompany Buffalo Humane at all public events throughout the year as a reminder of what can be done "one animal at a time." The fundraiser has raised \$70 through March 31<sup>st</sup>.

Buffalo Humane's largest fundraiser is its annual Mardi Gras party. This year, they added an event activity with all proceeds marked for their fundraising set aside goal. Although attendance was down this year (likely due to the poor economy and the fact that the event fell on the Saturday before Valentine's Day), they still managed to raise \$3,000 for the organization and \$500 towards their set aside goal.

By the end of Year One, Buffalo Humane intends to meet its set aside goal through a summer 5K Race and Regatta as well as participation in the World's Largest Yard Sale.

#### **HEART**

HEART held numerous fundraisers between October 2009 and March 2010. The most successful fundraisers were held in November and December in conjunction with two local craft shows: Christmas in the Country and Yuletide in the Country. HEART raised nearly \$13,000 at these two events. HEART was also present at three other local trade shows, the Nickel City Dog Show, the Home and Garden Show and Plantasia, where they raised a total of just over \$3,100. Finally, they raised \$3,950 selling merchandise at a table at the Galleria Mall and \$2,355 at a fundraiser at a local restaurant.

HEART has taken a portion of the proceeds from various events to help reach its set aside goal. To date, they have reserved \$1,500 of the \$2,200 set aside goal.

#### **Second Chance**

Looking to be as fiscally responsible as possible, Second Chance earmarked the \$2,200 required for its set aside goal from funds raised prior to the start of the Project. The organization held four

fundraisers between October and March to cover veterinary bills. Below is a list with the net profits:

Chicken BBQ & Yard Sale	\$4,767
Chinese Auction	\$7,349
Macaroon's Night Club	\$3,018
Seneca Niagara Casino Trip	\$1,270

### TLC

Ten Lives Club held several fundraisers between October and March, all to help off-set its operating costs. To date, TLC has not set any money aside against its set aside goal. Looking ahead to the second half of Year One, they plan to take a portion of its upcoming fundraising proceeds to meet their goal.

Below is a list of the fundraisers along with the net profits:

Pasta Dinner	\$2,300
Fish Fry	\$2,800
Holiday Wreath Sale	\$3,800
Fall Raffle	\$5,000
Fashion Show	\$1,600
Pet Pictures with Santa	\$200
Chili Cook-Off	\$1,800
Sweetheart Dinner	\$1,500
Furball	\$3,000
Pancake Breakfast & Flower Sale	\$1,000
<b>Total</b>	<b>\$23,000</b>

### CBAS

Between October and December, the City of Buffalo Animal Shelter and Friends of CBAS raised over \$13,000 to benefit animals at the shelter. Little fundraising was done in the second quarter as the Friends were busy preparing for one of their biggest events of the years: Party for Paws held on April 1, 2010.

Because the shelter does not have a set aside goal, the money will be used entirely for operating expenses. These include spay/neuter services, as well as medical care and shelter necessities such as cleaning supplies, food and toys. Below is a list of the fundraisers along with the net profits:

Bring Your Paws to Santa Claus	\$7,000
Barktoberfest Open House	\$ 375
Bowling for Bowser	\$1,100
PAWS for Laughter	\$4,500
Other Misc. Community Events (PetSmart, etc.)	\$300
<b>Total</b>	<b>\$13,275</b>

### SPCA

In December, the SPCA had its 6<sup>th</sup> annual Radiothon, a three day fundraiser held in partnership with a prominent local radio station, STAR 102.5. The three day event raised \$228,627 and was the most successful Radiothon to date. Between February and March, the SPCA ran its first annual "My Pet is Cuter Than Yours" photo contest. There were 653 entries and the contest raised a total of \$17,362.

Fundraising for the SPCA's set-aside money is taking place through the Yelp for Help Fund, a fund designed to mitigate the expenses of treatable and manageable animals at the SPCA. To qualify as a "Yelp for Help" animal, veterinary expenses associated with treating the dog or cat must exceed \$500. To date, \$25,683 has been set aside against the goal of \$38,750. A direct mail appeal was sent out in February resulting in just over \$4,000 of the money set aside.

**Organizational Development**

The first quarter's adoption subsidies were paid in advance of the start of the Project with the assumption that each group would meet its adoption targets. This action provided the partners with some funding to achieve their goals. January, February and March's subsidies were paid after the statistics were received for that month.

<b>Year One Adoption Progress and Subsidies</b>						
<b>Partner Name</b>	<b>S1 Baseline Of EC Animals</b>	<b>S1 AB Target</b>	<b>Actual AB Adoptions from AC (\$750 each)</b>	<b>Actual AB Adoptions from Public (\$150 each)</b>	<b>Total Actual Adoptions</b>	<b>Y1 S1 Subsidy Paid *</b>
BH	13	24	15	44	72	\$12,600
HEART	154	23	25	0	179	\$17,250
Second Chance	121	25	61	16	198	\$18,750
TLC	265	18	21	226	512	\$13,500
CBAS	350	18	0	27	377	-
SPCA	2,813	281	80	480	3,373	\$90,150
<b>TOTAL</b>	<b>3,716</b>	<b>389</b>	<b>202</b>	<b>793</b>	<b>4,711</b>	<b>\$152,250</b>

\*Each partner was only paid to goal. Any above goal bonuses earned will be paid at the end of the year. Adoption subsidy money owed to the City of Buffalo Animal Shelter will also be paid at the end of the year.

**Coalition Development**

In September, just prior to the start of the Project, representatives from the SPCA, City Shelter and Ten Lives Club attended a Pet Point Summit in Pittsburgh. Because of the SPCA's relationship with Pet Point, the conference was offered to the partners at no cost. Workshop topics throughout the conference included improving adoptions through photography and actionable reporting. The SPCA was also able to arrange free registration for an April Pet Point conference in Niagara Falls, Ont.

On October 3<sup>rd</sup>, the SPCA hosted an ASPCA workshop entitled "Meet the Adopters". The workshop was free to all participants. Representatives from all of the partners were able to attend with the exception of Second Chance. The goal of "Meet the Adopters" was to provide the partners' staff and volunteers with techniques to engage in a dialogue with potential adopters. Through open-ended questions that take into account how adults learn, animal welfare groups can form long lasting relationships with adopters which leads to fewer barriers to adoption as well as fewer returns.

**Partner Development**

**Buffalo Humane**

Buffalo Humane used its subsidy money to acquire special supplies that aid its foster homes in handling foster animals, especially those with special needs. These supplies include:

- Heavy duty crates/kennels
- Toys and activities that provide greater cognitive engagement
- Dietary supplements, pheromone-based items, and special collars/harnesses/wraps to reduce anxiety

To increase its foster home base, Buffalo Humane embarked on an advertising campaign to generate interest in fostering. They ran these advertisements in two media outlets: *Buffalo Rising*, a web-based publication, and *The Spectrum*, the University at Buffalo's student-run newspaper. Over the past six months, Buffalo Humane acquired six new foster homes. They also continue to use "community-based fosters" in which ordinary citizens in the community agree to foster any found animals for which Buffalo Humane is called to take in. The family continues to care for the animal, while Buffalo Humane provides the support and veterinary care. Once the animal finds a permanent home, the foster relationship ends.

A number of Buffalo Humane foster homes had antiquated computer software that kept them from responding to adopter inquiries and updating the online files of its foster animals on a timely basis. To enhance response times and record-keeping, they purchased a site license for updating the Windows operating system. Buffalo Humane also purchased a laptop computer to more effectively use volunteers to do data-entry, record-keeping and uploading files.

To improve the skills of their volunteers, Buffalo Humane has begun to acquire materials that address behavior, training, special medical conditions, and so forth. Some materials purchased during the first quarter include an e-book on training and working with shy/fearful dogs, and a book and DVD on training/living with blind dogs.

Finally, Buffalo Humane incurred significant medical-treatment expenses during the first half of Year One. The adoption subsidy money gave Buffalo Humane a fiscal cushion that they did not generally have in the past. Examples of medical treatment expenses include a blind German Shepherd that developed MRSA from his neuter surgery, a Pomeranian that was hit by a car and surrendered with a fractured pelvis, and a pit bull mix with respiratory distress. Buffalo Humane spent approximately 50% of its adoption subsidy money on extraordinary medical expenses.

## **HEART**

In the first half of Year One, HEART took nearly 50% of its subsidy money to cover veterinary expenses related to cats taken from the City Shelter. They have also used a portion of their funds to advertise for foster homes in several small local news publications. Around 15% of the money was used to cover expenses at HEART's adoption center. Finally, since HEART has increased their fundraising efforts, they have seen a greater need for products for resale. HEART has used the remaining subsidy money to purchase materials to create products such as homemade carob biscuits and catnip kicksticks. They went through a substantial amount of product between October and March by exhibiting at the Galleria Mall and at local trade shows.

## **Second Chance**

Second Chance used some of its subsidy funds to cover the veterinary costs associated with a higher intake of cats from the community and the City Animal Shelter with treatable conditions. Two examples that Second Chance treated include a cat with a wound under her arm that needed reconstructive surgery, along with a cat that had an injured eye. In addition, Second Chance purchased a laptop and new software to be able to maintain intake/adoption figures more easily.

The final use of Second Chance's subsidy funds involved a quest to encourage the community to become a part of its fostering network. They ran ads in the Metro Newspapers and the Art Voice, a popular alternative newspaper. As a result, they acquired one new dog foster home and two new cat foster homes.

## **TLC**

In November, Ten Lives Club hired a part-time staff person to handle the Maddie's® reporting requirements and assist with planning fundraisers. TLC used 50% of its subsidy money to cover its payroll expenses. The remaining subsidy money was used to cover medical supplies through Pfizer, costs associated with bloodwork, and cat litter. Approximately 6% of the money was used to pay utility bills.

## **CBAS**

The City of Buffalo Animal Shelter has not yet received any of its adoption subsidy money. The money will be withheld until the end of the first year of the Project. However, the CBAS did take steps to enhance the shelter's image. Throughout 2009, Friends of CBAS, the shelter's auxiliary group, increased its volunteer base to 92, adding 24 new volunteers.

To continue its community outreach efforts, the Friends of CBAS were invited to Casey Middle School, a grade 5 – 8 school located in an affluent suburb of Buffalo, on March 18<sup>th</sup> to teach parents, students and teachers about responsible pet care and showcase shelter dogs and cats. As in years past, this was a very successful outreach event. As the warm weather approaches, the Friends of CBAS look to further their outreach efforts at local farmers markets and festivals.

## **SPCA**

The SPCA used its subsidy funds in a variety of ways to prepare cats and dogs for adoption. While total cat intake was down slightly, the number of cats seized in cruelty cases was more than double that of the baseline year. Seized cats are generally much more expensive to bring to adoption status. Much of the subsidy money was spent readying cats seized in cruelty cases for adoption, or holding and caring for those that were feral or very unsocial.

Dogs and cats whose treatment in a veterinary hospital would exceed \$500 are categorized as a part of the "Yelp for Help" program. Because the SPCA is treating animals with more complicated medical conditions, approximately six to ten animals per week fall into this category. Between January and March, the SPCA used a portion of its subsidy money to treat 119 "Yelp for Help" patients

For the past several years, the SPCA was fortunate to have a feeding program in place through Nutro. Unfortunately, this program was cancelled early in 2010 and some of the adoption subsidy money has been used to cover this shortfall. The remaining subsidy money was used to cover payroll and feeding expenses at the Galleria Mall.

## **C. Advertising/PR/Promotions**

### ***Coalition Advertising/PR/Promotions***

On October 1, 2009, the Director of Public Relations for the SPCA sent out a press release entitled "Maddie's Fund® Awards First Installment of Multi-Year Grant Today to Erie County, NY Coalition" to various media outlets lauding the grant. The release is available to read on the SPCA's website. In addition, in the winter issue of the SPCA's newsletter "Animals at Heart", both the President's message and the Director's message promoted the Maddie's® Project and its significance to the animals in Erie County.

To promote the Maddie's® Kickoff Adopt-a-Thon, a press release was sent out to over 50 media outlets. The event was covered by the Buffalo News, as well as the local CBS affiliate WIVB. An article about the Adopt-a-Thon appeared in the Buffalo News the morning of the event as well as the day after. The local CBS affiliate filmed a segment on the Adopt-a-Thon and discussed the

Maddie's Fund grant during the evening news that night. The segment was also available to watch on the new station's website.

On December 3, 2009, a press release touting our progress with the Maddie's® Project was sent to 50 media outlets. The Tonawanda News contacted us about writing an article. It was published on January 3, 2010 and was entitled "Maddie's Project succeeding despite spike in admissions". In March, a press release was sent to 25 media outlets to promote the Bully for You! adoption event. The event was covered by the Buffalo News, as well as the local CBS affiliate WIVB. An article about Bully for You! appeared in the Sunday edition of the Buffalo News on the front page of the local news section. The local CBS affiliate filmed a segment on the adoption event and ran it during the evening and nightly news. The segment was also available to watch on the news station's website. All of the press releases sent out between October and March concluded with the paragraph "About Maddie's Fund®".

To promote the next major coalition fundraiser, the PETropolitan Auction of Art on April 29<sup>th</sup>, the Project Coordinator was able to persuade Buffalo Spree Magazine, Western New York's premier publication on all things relating to food and wine, design, and the arts, to provide a complimentary advertisement. Buffalo Spree later approached the coalition about writing an article about the event which appeared in the online edition of the magazine around March 20<sup>th</sup> as well as the hard copy issue for April.

Finally, to ensure that there is adequate recognition of the Maddie's® Project, the coalition has designed a separate website for the Project – [www.maddieseriecounty.org](http://www.maddieseriecounty.org). In addition, the Project Coordinator has established a facebook page to advertise about upcoming events and report on our progress - [www.facebook.com/home.php#/pages/The-Maddies-Pet-Rescue-Project-in-Erie-County/192800379745?ref=ts](http://www.facebook.com/home.php#/pages/The-Maddies-Pet-Rescue-Project-in-Erie-County/192800379745?ref=ts). Presently, there are just over 500 fans.

### ***Partner Advertising/PR/Promotions***

#### **HEART**

Advertisements are placed in multiple local news publications for all of HEART's events. They are also placed on the website for the radio station 104.1.

#### **SPCA**

To advertise the Maddie's® Kickoff Adopt-a-thon, the SPCA's Director of Public Relations promoted the event during the SPCA's media segments: Mondays on a local CBS affiliate, Fridays on a local NBC affiliate, and Wednesdays and Fridays on two different local radio stations.

In February, a local publication for seniors called "Forever Young" mentioned "Yelp for Help" which led to segment on AM Buffalo segment on February 19<sup>th</sup>.

Perhaps the most beneficial development related to the Maddie's® Pet Rescue Project is the launch of a "Yelp for Help" media spot on a local ABC affiliate. The Director of Public Relations for the SPCA was able to establish two segments that are shown at 5:55am and 6:55am every Friday morning.

The SPCA also runs a facebook page with close to 3,000 fans. They use this page to promote animals available for adoption as well as upcoming fundraising events for both the SPCA and the Maddie's® Project.

## **CBAS**

Every Tuesday, the City Shelter has a segment on the talk show “AM Buffalo” which airs on an ABC affiliate station. During the week of the Kickoff, a City Shelter volunteer was able to discuss the Maddie’s® Project and promote the Adopt-a-thon.

## **D. Maddie Recognition**

### ***Coalition Recognition***

The Maddie’s Fund logo continues to be featured on the main page of the Project’s website, with a separate page devoted to explaining about the foundation. On our facebook page, an image of Maddie still serves as our profile picture. The Maddie’s® logo was on the posters advertising the Bully for You! adoption event and is on the brochure to promote the Bully for You! foster care program. The sponsorship package for the PETropolitan Auction of Art had the Maddie’s® logo on it as well.

At the Galleria Mall, the Maddie’s Fund logo is prominently featured in the adoption center window. The cage cards now have the Maddie’s® logo on them. Maddie’s Fund stickers, shrink tags and Tail Wag Activity Books are distributed to children.

### ***Partner Recognition***

#### **Buffalo Humane**

Buffalo Humane promoted the Maddie’s® Pet Rescue Project in the following ways:

- The Maddie’s Fund logo is prominently featured on the main page of Buffalo Humane’s website.
- They have a DVD presentation on youtube that mentions the Maddie’s® Project in Erie County.
- They have a banner with the Maddie’s Fund logo that is displayed at adoption and fundraising events.
- Twice a month, they send out email updates to the 500 people on their distribution list with a topic that pertains to the Maddie’s® Project.

#### **HEART**

HEART promoted the Maddie’s® Pet Rescue Project in the following ways:

- The Maddie’s Fund logo and a link to the movie about Maddie are on HEART’s website.
- Maddie’s Fund is recognized on HEART’s section of the website of local radio station 104.1.
- On Wednesdays, 104.1 makes announcements for HEART and the Maddie’s® Project in Erie County is always mentioned.
- HEART has a sign that they display at adoption and fundraising events that states HEART is a proud partner of the Maddie’s® Pet Rescue Project.

#### **Second Chance**

Second Chance promoted the Maddie’s® Pet Rescue Project in the following ways:

- The Maddie’s Fund logo is on the main page of Second Chance’s website as well as the pages on cats/dogs for adoption.
- The Maddie’s Fund logo is on Second Chance’s letterhead and brochures.
- The Maddie’s Fund logo is on a 6’ banner that is showcased at adoption events.

## **TLC**

Ten Lives Club promoted the Maddie's<sup>®</sup> Pet Rescue Project in the following ways:

- There is a page on TLC's website with the Maddie's Fund logo that is devoted to the Project.
- TLC has a sign that is displayed at their mall adoption center that states Ten Lives Club is a proud partner of the Maddie's<sup>®</sup> Pet Rescue Project.

## **CBAS**

The City Shelter promoted the Maddie's<sup>®</sup> Pet Rescue Project in the following ways:

- A section of the City Shelter's website is devoted to the Maddie's<sup>®</sup> Project.
- The staff hands out Maddie's Fund patches and Tail Wag Activity books to kids.
- The CBAS has a sign that they display at adoption and fundraising events that states that the City of Buffalo Animal Shelter is a proud partner of the Maddie's<sup>®</sup> Pet Rescue Project.

## **SPCA**

The SPCA promoted the Maddie's<sup>®</sup> Pet Rescue Project in the following ways:

- The Maddie's Fund logo is on the main page of the website.
- Yelp for Help, a program to treat dogs and cats requiring immediate, and expensive, veterinary care, is advertised as the official program of the Maddie's<sup>®</sup> Pet Rescue Project.
- Maddie's<sup>®</sup> shrink tags are handed out to all children at the Adoptions Desk.
- A community brochure explaining the Maddie's<sup>®</sup> Pet Rescue Project is distributed at all events by the Humane Education staff, along with Maddie's Fund stickers and Maddie's<sup>®</sup> Tail Wag Activity Books.

## Attachments

1. Kickoff Adopt-a-thon press release
2. First quarter press release
3. Bully for You! press release

## FOR IMMEDIATE RELEASE

### Maddie's® Pet Rescue Project Adopt-a-thon to be held at Asbury Hall

*October 13, 2009* - An Adopt-a-thon will be held by the partners of Maddie's® Pet Rescue Project in Erie County on Sunday, November 8<sup>th</sup> from 1:00pm – 4:30pm at Asbury Hall, 341 Delaware Avenue in Buffalo. The event celebrates the first installment of the Maddie's Fund® grant, a conditional multi-year grant that could result in nearly \$5 million over the course of five years to help the save the lives of thousands of companion animals.

Dogs and cats will be available for adoption from the Maddie's® Pet Rescue Project partners: Buffalo Humane; the City of Buffalo Animal Shelter; HEART Inc.; Second Chance Sheltering Network, Inc.; the SPCA Serving Erie County; and Ten Lives Club. Every animal available for adoption has been examined by a veterinarian, has been spayed or neutered, and is up to date on its vaccinations.

In addition to adoptable animals, the Adopt-a-thon will feature free crafts, face painting and children's books. Local pet-related businesses will be on hand, with Purrfect Paws Animal Behavior Center offering free advice to all pet owners. Agility demonstrations will be presented by the Canine Sports Complex. There will be numerous prizes at the chance and silent auctions, including a five-night trip for two to Orlando. Proceeds will benefit all of the participating organizations.

The Maddie's® Project partners are dedicated to eliminating the euthanasia of all healthy and treatable dogs and cats in Erie County by 2014. During the first year, the goals for the partner organizations include increasing the number of dogs and cats adopted, ensuring that no healthy dogs and cats are euthanized, and decreasing the number of treatable dogs and cats euthanized. To receive the second year's grant installment, it is mandatory that each partner meets its adoption goals in the first year.

Come out and show your support for this historic endeavor. If the Project goals are met, 2,500 dogs and cats will be saved from euthanasia, and over 10,000 animals will find loving homes each year. For more information, visit [www.maddieseriecounty.org](http://www.maddieseriecounty.org), or contact Kara Lee at 716-343-0253.

***About Maddie's Fund:*** Maddie's Fund®, The Pet Rescue Foundation, ([www.maddiesfund.org](http://www.maddiesfund.org)), is a family foundation funded by Workday and PeopleSoft Founder Dave Duffield and his wife, Cheryl. Maddie's Fund is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home.

To achieve this goal, Maddie's Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum; in private practice veterinarians to encourage greater participation in the animal welfare cause; and in the implementation of national strategies to collect and report shelter statistics. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

###

For more information, please contact:  
Kara Lee, Maddie's® Pet Rescue Project Coordinator  
[karal@spcaec.com](mailto:karal@spcaec.com)  
716-343-0253

## FOR IMMEDIATE RELEASE

### First Months of Maddie's® Pet Rescue Project in Erie County an Overwhelming Success

*December 3, 2009* – Thanks to the partners' dedication and teamwork, the results of the Maddie's® Pet Rescue Project in Erie County have been remarkable. Although the Project just began on October 1, 2009, the participating organizations have already reduced the euthanasia of healthy and treatable dogs and cats by 54% from the baseline year of 2007.

During the months of October and November, no healthy shelter animals were euthanized. This lifesaving achievement demonstrates the commitment that the Maddie's Project has to eliminating euthanasia in Erie County. By September of 2014, the Project partners pledge to guarantee a home for every healthy and treatable dog and cat.

Regarding the partners' accomplishment, SPCA Executive Director Barbara Carr stated "The community has continued to show overwhelming support for our mission. From here forward, it is clear that no healthy dog or cat will be euthanized due to overcrowding or lack of resources."

Provided the partners meet pre-determined adoption and euthanasia goals, Maddie's® Fund will award the Project nearly \$5 million over the course of the next five years. As a coalition, the partners met their October goal of adopting out 864 dogs and cats as well as their November goal of 633.

The Maddie's® Project partners include Buffalo Humane; the City of Buffalo Animal Shelter; HEART Inc.; Second Chance Sheltering Network, Inc.; the SPCA Serving Erie County; and Ten Lives Club.

***About Maddie's Fund:*** Maddie's Fund®, The Pet Rescue Foundation, [www.maddiesfund.org](http://www.maddiesfund.org), is a family foundation funded by Workday and PeopleSoft Founder Dave Duffield and his wife, Cheryl. Maddie's Fund is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home.

To achieve this goal, Maddie's Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum; in private practice veterinarians to encourage greater participation in the animal welfare cause; and in the implementation of national strategies to collect and report shelter statistics. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

###

For more information, please contact:  
Kara Lee, Maddie's® Pet Rescue Project Coordinator  
[karal@spcaec.com](mailto:karal@spcaec.com)  
716-343-0253

## FOR IMMEDIATE RELEASE

### **Bully for You! Adoption Event to be Held on March 20<sup>th</sup>**

*March 8, 2010* – On March 20, 2010, the Maddie's® Pet Rescue Project is hosting Bully for You!, an adoption event to promote bully breed dogs in our community. Pit bull puppies and adults from the SPCA, City of Buffalo Animal Shelter, Buffalo Humane, and Black Dog, Second Chance will be available for adoption from 10:00am – 2:00pm in the SPCA Auditorium, 205 Ensminger Rd. in Tonawanda.

Those who adopt a bully breed dog on March 20<sup>th</sup> will receive a number of products and services with their adoption fee. In addition to taking home a devoted companion, new adopters will be given a free private training session from a professional dog trainer as well as a Jump Start kit that includes dog food, treats, a Kong, a training DVD and a \$10 coupon to the SPCA's Petique. Adoption fees, which will vary by organization, also include the cost of spay/neuter surgery and vaccinations.

The Maddie's® Pet Rescue Project partners are committed to ending the euthanasia of healthy and treatable dogs and cats in Erie County. They are also dedicated to improving the image of pit bulls, a label for several breeds of dogs with similar physical characteristics. Often the victims of irresponsible pet owners, pit bulls are very social and loving animals. Based on the American Temperament Testing Society's tests on canine aggression and friendliness, the American Pit Bull Terrier scored a higher positive rating than Golden Retrievers and Cocker Spaniels (data obtained from [www.atts.org](http://www.atts.org)).

To augment our life-saving efforts, we will be recruiting volunteers for our Bully for You! foster care program. Our foster volunteers have the very important responsibility of providing a temporary home and extra attention to bully breeds that would deteriorate mentally in a shelter environment.

If you are ready to make a commitment to an adoring dog, or would like to what dogs are available for adoption, stop by the SPCA on March 20<sup>th</sup>. For more details, visit [www.maddieseriecounty.org](http://www.maddieseriecounty.org).

***About Maddie's Fund:*** Maddie's Fund®, The Pet Rescue Foundation, [www.maddiesfund.org](http://www.maddiesfund.org), is a family foundation funded by Workday and PeopleSoft Founder Dave Duffield and his wife, Cheryl. Maddie's Fund is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home.

To achieve this goal, Maddie's Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum; in private practice veterinarians to encourage greater participation in the animal welfare cause; and in the implementation of national strategies to collect and report shelter statistics. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

###

For more information, please contact:  
Kara Lee, Project Coordinator  
[kara@spcaec.com](mailto:kara@spcaec.com) / 343-0253