



The Pet Rescue Foundation

Maddie's[®] Pet Rescue Project in Erie County Year Two Annual Report October '10 – September '11

Project Overview

Y2 Annual Oct '10 – Sep '11						
	Baseline Oct 07 – Sep 07	Y2 Annual Actual	Diff +/- from baseline Annual	% Change	Y2 Annual Goal	Actual as % of Goal
INTAKE						
AG-From Public	1,178	1,766	588	50%		
AC-From Public	4,103	3,090	-1,013	-25%		
TR-From Public	13,759	12,221	-1,538	-11%		
Subtotal From Public	19,040	17,077	-1,963	-10%		
AG-From AC	114	499	385	338%		
TR-From AC	175	174	-1	0%		
Subtotal From AC	289	673	384	133%		
ADOPTION OF EC ANIMALS						
AG	1,150	2,018	868	75%	1,515	133%
AC	699	889	190	27%	764	116%
TR	5,733	6,240	507	9%	6,598	95%
Total Adoptions – EC Animals	7,582	9,147	1565	21%	8,877	103%
EUTHANASIA						
Healthy Deaths	483	0	-483	-100%	0	100%
Treatable Deaths	2,030	316	-1,714	-84%	1,218	385%
Total Deaths	7,374	5,384	-1,990	-27%	6,079	113%

During Year 2 of the Maddie's[®] Pet Rescue Project in Erie County, the partners increased adoptions by 21% over the baseline year of 2007. As a coalition, our goal of 8,877 adoptions was exceeded by 270 animals.

The Maddie's[®] Project partners are proud to report that zero healthy animals were euthanized in Year 2 which signifies two years without a healthy death. Treatable deaths declined by 84% compared to 2007, and total deaths were down 27%.

Between October 2010 and September 2011, 17,077 dogs and cats were taken in from the public. This figure represents a 10% decline over baseline intake. Dog intake at the City of Buffalo Animal Shelter continues to be significantly lower than in 2007. In addition, the SPCA's appointment-based system for cat intake has helped to control surrenders and has led to owners making alternative arrangements.

Progress on Project Objectives

A. Increase Adoptions

Maddie's® Coalition Adoption Events & Programs

Coalition Adoption Events		# of Adoptions						
Event	Date	SPCA	CBAS	BDSC	HEART	Second Chance	TLC	Total
Walden Galleria Adoption Center	N/A	1,051	73	0	23	59	211	1,417
Bully for You!	2/12/11	6	4	0	-	-	-	10
Kitten Shower	6/25/11	11	3	-	0	-	4	18
Pet Expo	9/30/11 & 10/1/11	33	7	-	1	4	3	48
Total		1,101	87	0	24	63	218	1,493

The Walden Galleria 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, 2009. There are 15 cat condos, 11 of which are allocated to the lead agency, the SPCA. Each of the remaining partners has one condo, with the exception of Black Dog, Second Chance which normally does not handle cats.

On February 12, 2011, the partner organizations participated in Bully for You!, an adoption event to promote pit bull type dogs. The SPCA, City of Buffalo Animal Shelter and Black Dog, Second Chance all took part and ten dogs were adopted. The event was an opportunity to promote pit bulls and to encourage responsible pet ownership. A certified professional dog trainer was on hand to advise adopters on the dogs' potential training needs.

On June 25th, four of the Maddie's® Project partners hosted a Kitten Shower at the Galleria Mall. The event featured approximately 30 kittens up for adoption plus crafts and face painting for kids. It was a very popular event and, as a result, 18 kittens were adopted in just three hours.

The Maddie's® Pet Rescue Project Pet Expo & Super Adoption Event was our most successful fundraiser and adoption event to date. The event took place on September 30th and October 1st and resulted in 95 adoptions from amongst 25 area rescue groups. Of these, 48 adoptions were done by the Maddie's® Project partners.

Partner Adoption Events & Programs

Organization	Y2 Annual Baseline Adoptions Of EC Animals	Total Y2 Annual Adoption Goal	Total Y2 Annual Actual Adoptions of EC Animals
Black Dog, Second Chance (BDSC)	0	40	30
HEART	345	399	424
Second Chance	306	356	418
Ten Lives Club (TLC)	499	720	1,146
City of Buffalo Animal Shelter (CBAS)	699	764	889
SPCA Serving Erie County (SPCA)	5,733	6,598	6,240
TOTAL	7,582	8,877	9,147

Black Dog, Second Chance

Because Black Dog, Second Chance was formed in 2007, they do not have a baseline for adoptions of Erie County animals. While they fell short of their annual goal of 40 adoptions by ten, the group has come a long way over the past four years. BDSC started off with just two volunteers working to rescue dogs from “high kill” shelters outside of New York State. Since then, they have grown into a vital organization with 60 volunteers on their roster.

BDSC continues to showcase dogs available for adoption on the third Saturday of each month at a local Pets Supplies Plus. They find the location to be beneficial for both adoptions and recognition of their organization. The majority of adoptions for the organization, however, are done directly with the foster volunteer fostering that animal. Potential adopters usually discover the animal on petfinder.com or on the Black Dog, Second Chance website.

In April, BDSC participated in a Green Expo at the Galleria Mall. They also showcased at the opening of a dog park in a suburb north of Buffalo in June. In August, they participated in Dog Days of Kenmore, a festival dedicated to pet owners where they had two adoptions. They also held a fundraiser and adoption event at a local Denny’s Restaurant where they had one adoption.

During Year 2, at least six adoptions occurred as a result of “foster failures”. Foster failures are volunteers who could not part with their foster animal and decided to adopt it instead. BDSC takes joy in considering an animal to be a foster failure.

HEART

HEART’s steady efforts to adopt out cats in Year 2 proved to be successful as they exceeded their annual goal of 399 by 25 adoptions. To accomplish this, they participated in numerous adoption events and outlets. In October, they organized Spook-cat-ular to promote black and orange cats, an event that resulted in three adoptions. Over Veteran’s Day weekend, they did five adoptions through an event geared towards Veterans and First Responders. In August, they participated in two adoption events: the Tractor Supply Company’s nationwide adoption event which resulted in two adoptions and an adoption event at a local children’s camp where they did three adoptions.

Throughout Year 2, HEART took part in several PetSmart Adoption Weekends that resulted in a total of 24 adoptions. By exhibiting at multiple events at the Hamburg Fairgrounds, including the Erie County Fair, HEART adopted out nearly 20 cats. HEART showcases at the Galleria Mall 12 to 15 times a year which is beneficial to the organization in terms of adoptions, fundraising and awareness. In addition, HEART features cats available for adoption on a morning radio show of the local station Classic Hits 104.1. HEART also places ads for cats once a week in a local suburban newspaper, the Hamburg Sun, as well as a local publication devoted to those over fifty years old.

During the last week of September, HEART moved into a new adoption center down the road from their current location in Hamburg, NY. The facility will be open from Wednesday through Sunday. It is nearly three times the size of the old facility and should help to steadily increase adoptions through Year 3.

Second Chance

Second Chance worked hard to push adoptions in Year 2. As a result, they were able to adopt out 418 cats compared to a goal of 356. For a small, foster-based rescue group to exceed their yearly adoption goal by 17% is quite an accomplishment.

Second Chance put a focus on the adoption of black cats in the first half of Year 2. The day after Thanksgiving, they held a “Black Friday Special” in which black cats were featured for a reduced

adoption fee. Second Chance also occasionally waived the adoption fee on older black cats for approved adopters. In the spring, they held a “Black Beauties” promotion where adoption fees were 50% off on all adult black cats. Six black cats have been adopted due to these efforts.

In December, Second Chance did a “Home for the Holidays” email marketing campaign featuring cats that were shy, older or had FeLV. The campaign resulted in one adoption. In March, they participated in a Pet Expo at the Eastern Hills Mall which did not lead to any adoptions but helped to bring recognition to the organization. Additionally, Second Chance showcases animals at local PetSmart and PETCO stores. They also secured a weekly spot featuring their cats on one of Buffalo’s most popular websites: Buffalo Rising. While only two cats have been adopted as a direct result of the ads, Second Chance is also able to use the segment to promote upcoming fundraisers and to provide tips on responsible pet care.

Second Chance now has a larger rental space in the Honey Hill Pet Center within the Eastern Hills Mall, a mall located in an affluent northern suburb of Buffalo. Despite the presence of an SPCA adoption center from a neighboring county, Second Chance’s adoptions have increased. Professional window treatments let the public know that their adoption center is now officially there. They also showcase in front of Honey Hill on a monthly basis.

Second Chance features weekly pictures of the cats available for adoption 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 features 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 a facebook page and a specific Petfinder webpage dedicated only to Second Chance with a link going back to their website. A volunteer who is also a photographer takes professional pictures of each cat.

TLC

Although Ten Lives Club’s baseline was 499, we set an aggressive goal of 720 adoptions. Throughout Year 2, they surpassed their monthly adoption goals by a landslide. In total, TLC did 1,146 adoptions, besting their goal by 59%.

In October of 2010, Tabby Town, the adoption center that Ten Lives Club showcases their cats at, was relocated to a larger location within the McKinley Mall. The adoption center provides a friendly environment with numerous cages, a handful of cats that roam around the store, a small area for new adopters to purchase items for their pet, and a children’s area.

During Year 2, Ten Lives Club participated in numerous PetSmart adopt-a-thon weekends where they adopted out 18 cats in total. In December, they were present at a locally owned feed and supply store where they had one adoption. In June, Ten Lives Club held a Who’s Your Daddy adoption event and had six adoptions. They held a Purina Rally to Rescue Pet Expo in July and had five adoptions. They also participated in a PETCO adopt-a-thon in July where they had two adoptions.

Ten Lives Club added three new Pet Supplies “Plus” off-site locations in Year 2. They also renewed their Seniors for Seniors adoption policy. Cats that are six years of age and older can be adopted for no fee to those 60 and older, plus they are provided with a one month supply of food for the adopted cat. The program also applies to veterans. TLC reports that it is an extremely successful policy, allowing them to adopt out older cats that might not have gotten a second look.

Additionally, TLC partnered with the Niagara Frontier Veterinary Society to give all new adopters a free certificate for their first vet visit. Although the free certificate is not the deciding factor in whether someone adopts an animal, it helps TLC to stay competitive amongst other rescue groups and shelters in terms of what they offer new adopters.

CBAS

The City of Buffalo Animal Shelter was initially hesitant about setting a goal of 764 adoptions for Year 2. Yet, because of the tireless efforts of the Friends of the CBAS, they were able to exceed their goal and adopt out a whopping 889 animals.

In October, shelter volunteers were invited to attend the Amherst Fall Festival which provided an opportunity to showcase dogs and cats available for adoption. Shelter volunteers also participated in a Halloween costume party that benefitted the Shelter, as well as Barksgiving, an annual holiday event held at the CBAS to promote adoptions. In February, the City Shelter hosted Ground Dog Day, an annual Open House event designed to encourage the public to visit the facility and to promote volunteering at the Shelter. In June, CBAS volunteers brought dogs available for adoption to the Buffalo Bisons' Bring Your Dog to the Ballpark day.

The City of Buffalo Animal Shelter showcases dogs monthly at an area PetSmart. They also have eight cages at a locally owned pet store called Elmwood Pet Supplies. Each Saturday throughout the spring and summer, they brought animals available for adoption to a popular farmers' market in Buffalo. Nine animals were adopted as a result of the CBAS's presence at the farmers' market.

SPCA

The SPCA had a year of ups and downs with regards to adoptions. In the end, they facilitated 6,240 adoptions which means they fell short of their goal of 6,598. While the Executive Director is disappointed that they did not reach their annual goal despite their best efforts to offer enticing adoption promotions, she is pleased that the other Project partners have done so well.

Throughout Year 2, the SPCA ran a variety of promotions to encourage adoptions. These promotions are in addition to the permanent policy of waiving the adoption fee for cats three years and older. This policy has been in place since December 2009 and has resulted in 1,535 adoptions. The adoption promotions detailed below are also in addition to the adoption fee waiver for dogs ten and older.

Month	Promotion Name	Description	Outcome
October	Falling for Felines	Adoption fees waived for cats one and older \$50 fee for cats under one	188 cats over one 409 cats under one
December	Baby It's Cold Outside	Gift certificate for \$85 off a future cat adoption with each adoption	470 cats
March	Get Lucky	Adopters spun a wheel to determine the adoption fee, from \$17 off to 50% to a free adoption	132 cats
April	Instant Family	\$30 off cat or dog adoption fee	242 cats and dogs
May 21-30	Memorial Days	\$30 off cat or dog adoption fee with a certificate to honor a past pet	166 cats and dogs
June 1 – 15 June 16 – 30	Adopt-a-Cat month	\$50 off cats 5 months and older \$50 off cats 5 months and younger	387 cats
July 7 – 10	All Dressed Up	Adoption fees waived for cats one and older	65 cats
Aug. 2 – Sep. 30	Summertime Fee Waived	Adoption fees waived for cats one and older	669 cats

The SPCA continued weekly promotions of animals available for adoption on the SPCA facebook page, a segment known as "Friend Request Tuesday". Every Tuesday, a video clip or photograph of a dog or cat that has been at the shelter for an extended period of time, or has special needs, is featured.

In September, the SPCA hired a part-time coordinator to help ensure that each animal up for adoption has a strong photo and a video. It is the SPCA's hope that these photos will help their animals stand out from the thousands of other animals up for adoption on petfinder.com.

B. Reduce Euthanasia

Keep the Focus on Transferring Pets from AC Shelters

Throughout the Project, the Adoption Guarantee partners as well as the SPCA have helped to relieve some of the overcrowding that often burdens the City Shelter. The partners have been quick to respond when the City Shelter has a need to transfer out an animal(s). In Year 2, 673 dogs and cats were transferred to the partners compared to 289 in 2007. This represents a 133% 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. As a result, it has allowed the partners to prioritize their resources and to determine the best outcome for an animal. Since October 1, 2009, the Matrix has been re-evaluated and adjusted on several occasions to ensure that homeless dogs and cats in Erie County are provided with the highest standard of care. For example, the partners opted to change orphaned unweaned kittens under four weeks of age from unhealthy/untreatable to treatable-rehabilitatable.

Maintaining an Adoption Guarantee for Healthy Pets

The Project partners set out to maintain a healthy adoption guarantee from day one and, consequently, there have been zero healthy deaths since the Project began on October 1, 2009. The partners and the Director of the City Shelter remain in constant communication. Because the partners have been proactive in taking animals from the City Shelter, there has yet to be a healthy animal in danger of euthanasia.

Reduce Shelter Intake

Between October 1st and September 30th, 3,515 cats were altered through the Maddie's[®] Spay/Neuter Project in Erie County. During this same period in time, 3,090 cats and 1,600 dogs were spayed or neutered by the veterinary staff at the SPCA. The vast majority of surgeries were for shelter animals. However, the total does include around 50 public spay/neuters and 281 spay/neuters for a grant program through the ASPCA.

Because controlling the stray cat population is so critical to ending euthanasia, the Executive Director of the SPCA began working with the ASPCA in January of 2011 on a spay/neuter blitz. Using geomapping software, two specific pockets of Erie County are being targeted. The ASPCA is fully funding the effort. Free spay/neuter surgery is being offered to residents regardless of income qualifications in the west side of Buffalo as well as in a neighborhood directly across from the SPCA's shelter in Tonawanda. Through September 30, 2011, 281 cats have been spayed or neutered.

Second Chance is aware that feral cats are one of primary reasons for the overpopulation explosion in the inner city. As such, they have been aggressively spaying/neutering cats at their own expense. They have also been relocating cats that are not wanted at their current locations to pre-approved barn homes. These homes are checked by their feral cat team, grounding pens are set up and educational instruction are given to the owners of the barns for the care and maintaining of these creatures. Second Chance has run monthly ads for barns for “unadoptable” cats. The owners sign adoption contracts agreeing to care for and maintain these animals on their property and in their barns and be responsible for all further medical care.

To reduce the intake of cats at the SPCA, the staff is continuing to offer free spay/neuter surgery to those pet owners who would agree to keep their cat. This policy prevents approximately 4-6 cats from entering the shelter each month. 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 attempting to surrender their pet for financial reasons are given a supply of dog/cat food if they decide to keep the pet.

Fundraising/Organizational Development

Organization	Year 2 Fundraising Subsidy Paid	Year 2 Annual Set Aside Goal	Year 2 Set Aside Actual	Project to Date Goal	Project to Date Actual
BDSC	\$425	\$2,000	\$2,500	\$2,000	\$2,500
HEART	\$725	\$3,500	\$3,500	\$5,700	\$5,700
Second Chance	\$725	\$3,500	\$3,500	\$5,700	\$5,700
TLC	\$725	\$3,500	\$3,500	\$5,700	\$5,700
SPCA	\$12,050	\$65,572	\$33,710	\$104,322	\$71,217
Coalition	\$10,259	\$42,000	\$36,345.87	\$74,500	\$71,363.81
Total	\$24,909	\$120,072	\$83,055.87	\$197,922	\$162,180.81

Fundraising

Coalition Fundraising Events

In Year 2, the coalition raised a total of \$36,345.87 against a set aside goal of \$42,000. This figure includes \$61.29 in interest earned on the coalition’s savings account.

On March 31, 2011, the Project partners held the PETropolitan Auction of Art, a silent and live auction of animal-themed art. Approximately 200 people attended and over 80 pieces of artwork were auctioned off. In total, the event raised \$12,118.89. The coalition used \$850 of its fundraising subsidy money to cover the cost of room rental as well as the appearance fee for a local DJ.

The Maddie’s® Pet Rescue Project Pet Expo, held on September 30th & October 1st, has become the coalition’s signature fundraiser. Just over 2,200 people attended and more than 85 local businesses and rescue groups took part. \$7,640 in fundraising subsidy money was used to cover the cost of renting the facility plus radio spots on two local stations. In total, the event raised \$22,387.05 after expenses.

The coalition used \$1,770 in fundraising subsidy money to purchase 300 t-shirts. Through the end of September, t-shirt sales have amounted to \$970. In addition, \$455.64 has been raised through general donations and \$353 was raised in donations at the Kitten Shower.

Partner Fundraising Events

Black Dog, Second Chance

Black Dog, Second Chance is beginning to undertake more fundraisers as the number of animals that they pull from the City Shelter grows. Using the money raised from a Comedy Show event, BDSC reserved \$2,500, exceeding their set aside goal. Their fundraising subsidy of \$425 was used towards room rental fees. Below is a list of the fundraisers that BDSC held in Year 2 along with the net profits.

Pet Photos with Santa	\$523
Art Show	\$200
Can Drive	\$906
Hot Dog Sale	\$984
Comedy Show	\$4,700
Facebook Raffles	\$445
Tattoo fundraiser	\$3,575
Denny's fundraiser	\$420
Misc. fundraising	\$547
Total	\$12,300

HEART

HEART held a number of fundraisers in Year 2 in order to cover their veterinary expenses. HEART has set aside \$3,500 which meets their set aside goal for the year. They attained this amount by taking a portion of the proceeds from multiple fundraising events. Their fundraising subsidy of \$725 was spent on advertising and product costs for re-sale. Below is a list of HEART's fundraisers along with the net profits.

Walden Galleria	\$3,431
Coyote Café	\$1,160
Christmas in the Country	\$7,000
Yuletide in the Country	\$2,600
Entertainment Books	\$1,585
Home & Garden Show	\$931
St. Patrick's Day Raffle	\$689
Plantasia	\$2155
Nickel City Dog Show	\$594
Springtime in the Country	\$2,143
Spaghetti Dinner	\$2,920
JP Fitzgerald's	\$1,098
Erie County Fair	\$4,450
(2) garage sales	\$575
Walden Galleria Gift Certificate Raffle	\$543
Zittel's Fall Festival	\$171
Tractor Supply	\$193
Coyote Cafe	\$795
Greased Lightning	\$432
Misc. fundraising	\$1,986
Total	\$35,431

Second Chance

Second Chance held multiple fundraisers in Year 2. By taking a portion of the proceeds from each event, they were able to meet their set aside goal of \$3,500. Second Chance used its fundraising subsidy of \$725 towards Party on the Patio, including \$500 to cover the cost of the band.

Below is a list of Second Chance's fundraisers along with the net profits.

Chinese Auction	\$5,200
Macaroon's Nite Club	\$2,700
Chicken BBQ & Yard Sale	\$7,318
Dash's receipts	\$875
Pointsettia Sale	\$414
Party on the Patio	\$3,460
Fall Chicken BBQ & Yard Sale	\$6,162
Misc. events	\$215
Total	\$26,344

TLC

Ten Lives Club held numerous fundraisers in Year 2 to help cover their veterinary and payroll expenses. Their fundraising subsidy of \$725 was used to run advertisements in the Artvoice and in the Hamburg Sun, two local newspapers.

Through a telemarketing campaign, TLC has set aside \$3,500 which met their set aside goal for the year. Below is a list of their fundraisers along with the net profits.

Fish Fry	\$1,500
Pasta Dinner	\$2,000
Fashion Show	\$1,400
Holiday Wreath Sale	\$3,500
Pet Pictures with Santa	\$970
Reign in the Holidays	\$800
Chili Cookoff	\$2,500
Sweetheart Dinner	\$2,000
Fur Ball	\$4,000
Misc. fundraising	\$850
Telemarketing	\$1,800
Garage Sale	\$1,800
Mr. Goodbar	\$800
Car Show	\$600
Chicken BBQ	\$500
Rally to Rescue	\$1,000
Too Hot to Cook Chicken Barbeque	\$800
Cat Man Drew Art Event	\$1400
Eat a Dog, Save a Cat	\$1,200
Cozumel's	\$400
Lori's Basket Raffle	\$4,100
Total	\$33,920

CBAS

In December, the Friends of CBAS developed a newsletter for distribution to previous and potential adopters. The newsletter was also available through the shelter's website on

PetFinder.com. The intent was to keep the community up to date with shelter activities, volunteer opportunities, adoption information, success stories, and to offer a venue for people to provide their continued financial support, either by mail or online. Local Buffalo artists donated hand silk-screened likenesses of a shelter dog and cat. They were used as thank you gifts for supporters who donated \$50 or greater. Feedback from this first-ever venture was positive and it will likely become an ongoing endeavor. Over \$2,700 was raised by this initiative and the exposure to the shelter and the Maddie's® Project was invaluable.

In partnership with PetSmart, shelter volunteers celebrated the holiday season by participating in a "Photos with Santa" weekend in early December. Over 100 photographs were snapped, and the shelter received 50% of the proceeds for a total of \$500.

Between January and March, City Shelter volunteers undertook two separate fundraising endeavors to help specific animals in need. The first endeavor, the Fight for Frankie Fund, was to benefit a bulldog puppy in need of surgery to repair a badly damaged knee. Through the use of local media outlets, social media and local businesses, volunteers were able to raise over \$2,800, exceeding their goal of \$1,800 for his surgery. The surgery was successful, and Frankie was placed with a loving family. The second endeavor, the Yoshi Fund, was to assist a Shar Pei puppy with surgery to repair entropic eyelids. In addition to general donations received from the Shelter's presence on facebook, a good Samaritan donated the entire amount of funds required for her surgery, allowing the Shelter volunteers to once again exceed their fund raising goals. Yoshi was also placed with a loving family and is thriving.

The Friends of CBAS organized its major fundraiser for the year in April of 2011: the Party for Paws. Through a cohesive effort to promote the event, more than 350 animal loving party goers attended and \$15,000 was raised after expenses. CBAS volunteers also promoted the Buffalo Bisons' Bring Your Dog to the Ballpark day in late June. The special event resulted in a \$500 donation to the Shelter from Bisons ticket sales.

Due to the City Shelter's presence at a local farmers' market throughout the summer, volunteers were able to raise \$1,700. In addition, they participated in a Too Hot to Cook BBQ event where they raised \$500.

SPCA

In December, the SPCA had its 7th annual Radiothon, a three day fundraiser held in partnership with a prominent local radio station, STAR 102.5. Appeals are made to the public to become Angels for the Animals and commit to donating on a recurring monthly basis. As a result, \$242,833 was pledged; it was the most successful Radiothon ever held. Also held in December was a fundraiser through a local car wash company called Delta Sonic. Coupon booklets containing certificates for three free car washes as well as a certificate for two free entrees at Applebee's were sold for \$24.99. All of the proceeds, meaning 100% of the purchase price, were donated back to the SPCA. The effort brought in \$60,436.

From March through April, the SPCA held a photo contest fundraiser. Contestants submitted photos of their pets for the public to vote on, and the five pets with the highest number of votes were deemed the winner. Participants were asked to give a suggested donation amount per submission and the contest raised \$15,432 after expenses.

In June, the SPCA held the most successful Wine & Wags to date, an event that features samples from local wineries and restaurants. \$24,021 was raised through tickets sales, a silent auction and a "Staycation" raffle consisting of a 5-piece patio set, grill, hammock, and fire pit. Paws in the Park, the second largest fundraiser held by the SPCA, took place in September. \$69,801 was raised after expenses through registration fees, donations and vendor fees.

Fundraising for the SPCA's set-aside money is continuing to take 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. On November 9th, over 35 local restaurants participated in the SPCA event "The Big Chew", a fundraiser to benefit the Yelp for Help program. Each restaurant donated a percentage of sales for that evening back to the SPCA, anywhere from 10% to 50% with an average of 25%. The total amount raised was \$10,459. The staff and volunteers agreed that it was the most enjoyable fundraiser they ever held.

Because the SPCA has so many different programs and services to promote, they found it difficult to give Yelp for Help the attention necessary to meet their set aside goal of \$65,572. In total, the SPCA raised just \$33,710. To help obtain this amount, the SPCA relied on its fundraising subsidy to pay for printing costs associated with the table tent cards for "The Big Chew" and a direct mailer for Yelp for Help. They also used a portion of the money to purchase the "Staycation" raffle.

Organizational Development

Adoption subsidies for each month were paid after the statistics were received for that month. Each partner is only paid to its adoption goal. Adoption subsidy money owed to the City of Buffalo Animal Shelter, HEART and Second Chance will be paid at the end of the year.

Year Two Annual Adoption Performance and Subsidies								
Partner Name	Baseline of EC Animals	AB Target	Actual AB Adoptions from AC (\$1,000 each)	Actual AB Adoptions from Public (\$200 each)	Total Actual AB Adoptions	Y2 Subsidy Paid (up to goal)	Y2 Total Amount Owed	Yr 2 Total
BDSC	0	40	14	16	30	\$17,200	\$0	\$17,200
HEART	345	54	50	29	79	\$0	\$55,800	\$55,800
Second Chance	306	50	97	15	112	\$0	\$100,000	\$100,000
TLC	499	221	273	374	647	\$221,000	\$126,800	\$347,800
CBAS	699	65	-	190	190	\$0	\$38,000	\$38,000
SPCA	5,733	865	163	344	507	\$231,800	\$0	\$231,800
TOTAL	7,582	1,295	597	968	1,565	\$470,000	\$320,600	\$790,600

Coalition Development

In December, the Project Coordinator and Adoptions Coordinator took on an intern to assist with the planning of coalition events. The new Maddie's® Project intern is working towards a degree in Public Relations and has assisted in promoting adoption events and fundraisers. In May, a Bully for You! intern from Canisius College began a 12 week internship. She has helped to prepare a kennel sign that is displayed at the CBAS and at the SPCA entitled What is a pit bull?. In addition, she is in the process of preparing behavior-related handouts for new adopters.

Partner Development

Black Dog, Second Chance

Black Dog, Second Chance used its subsidy money to purchase dog food, treats, new leashes, training supplies and crates. They also purchased a new table to use at adoption events and a second set of adoption event supplies to be able to showcase at two events on the same day.

Finally, some of the money was used to cover spay/neuter surgery expenses, tumor removal for a dog pulled from the SPCA, and veterinary bills for a parvo positive puppy taken from the CBAS.

Since October, BDSC has added approximately five new foster homes and has been advertising with flyers at local pet stores to recruit additional volunteers.

HEART

HEART worked diligently to grow its organization throughout Year 2 acquiring three to five active volunteers a month. In addition, in Year 2, they began to take in dogs on a more regular basis, a move that helped lead to an increase in volunteers and donations.

In March, HEART took part in a Williamsville South High School event on volunteering. The event helped to get HEART's name out in the suburbs north of Buffalo. In June, HEART received a donation of a laser printer which will save them time and money on copying. Although HEART will not be receiving its subsidy money until the end of Year 2, they were able to spend approximately \$1,200 on advertising to promote its "Help Me Heal" program. The program is designed to promote animals that are severely sick and in need of donations to help with the medical care. HEART has also named it the "Nicholas Fund" in honor of a dog that they had only a short time due to cancer but who touched many lives.

HEART will receive its adoption subsidy money during the first quarter of Year 3. They intend to use the funds to cover their rent at their new adoption center. They will also be purchasing new condos and dog crates for the facility as well as a new computer. In addition, HEART will be purchasing products for re-sale and using the remaining money to advertise for fundraisers and adoption promotions.

Second Chance

Through its new weekly spot on the Buffalo Rising website, along with an aggressive volunteer campaign, Second Chance added three new socializers to their team. Socializers are volunteers who go to off-site locations and clean, brush and play with the animals. They also added four new foster homes through their visibility in the community.

Despite not receiving its subsidy funds until the end of Year 2, Second Chance was able to purchase Pet Point as well as photo software that enables them to professionally edit and resize images. Second Chance believes that people will fall in love with the pictures of their cats and that will prompt them to come in for a meet and greet with the animal. When Second Chance receives its subsidy money in the first quarter of Year Three, they are considering hiring a part-time fundraiser, purchasing new equipment, and investing some of the money in a CD.

TLC

In Year 2, TLC used its adoption subsidy money to hire a full-time shelter manager as well as a part-time vet tech for the new shelter. They purchased new equipment for in-house surgery such as an infusion pump as well as new computers and software. TLC ordered a large supply of vaccines, medications and SNAP tests which allowed them to receive a volume discount. Finally, they used a portion of their subsidy to pay a fee to Feline Friends, the non-profit group that runs Tabby Town. TLC pays a flat fee for each cat adopted from Tabby Town to help cover the store's operating costs.

To help reduce expenses, Ten Lives Club has relocated their shelter from a location that is 15 plus miles from the Tabby Town to one that is less than four miles away. The new shelter is smaller and more efficient to heat. The old shelter is listed with a realtor but so far there have not been any serious inquiries.

Between January and March, Ten Lives Club held two volunteer recruitment sessions. These sessions were very well attended and helped to bring in new foster and fundraising volunteers. Ten Lives Club intends to begin holding monthly volunteer sessions beginning in the fall. They also acquired a volunteer coordinator to help organize their volunteer program.

In May, Ten Lives Club's Shelter Manager attended The HSUS Animal Care Expo. Some of the workshops she attended were on topics such as shelter medicine and surrender prevention. TLC's Shelter Manager also attended a local one day Grant Writing Seminar. The Shelter Manager, Director and Veterinarian all attended the Cornell Shelter medicine Conference in August.

CBAS

The City of Buffalo Animal Shelter has not yet received any of its adoption subsidy money. The money will be withheld until the conclusion of the second year of the Project. Once the funds have been received, the shelter will use the money to cover veterinary expenses. The City Shelter has deposited the funds from Year One of the Project and has been using the funds for spay/neuter surgeries for the animals that are available to the public for adoption.

With the exception of July and August, the Friends of CBAS held monthly volunteer orientations throughout Year 2. They brought approximately 15 new volunteers on board, including foster-only volunteers, volunteers for their cat program at PetSmart, and volunteers to work at the shelter.

The Friends of CBAS persisted in their organizational development efforts by completing and submitting their application for federally recognized not for profit status under IRS Code 501(c)(3). In late September, Friends of CBAS was awarded not for profit status, allowing them to expand their fundraising activities on behalf of the City of Buffalo Animal Shelter. Plans are currently underway to explore future grant and fundraising opportunities.

SPCA

The SPCA used its adoption subsidy funds in a variety of ways. A portion of the money was spent on the purchase of a new van that is shared between the animal rescues and off-site adoptions departments. In addition, they purchased a new heating and air conditioning unit for the Galleria Adoption Center.

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, the number of animals who qualify for this categorization keeps increasing. Presently, it is around eight to ten animals a week. Between October and September, the SPCA used a portion of its subsidy money to treat 409 "Yelp for Help" patients in need of major surgery or advanced medical care.

The SPCA has a permanent policy of waiving adoptions fees for cats three and older, and offers special promotions such as fee waived adoptions on cats over one. This move has obviously led to a reduction in adoption fee revenue. While the adoptions staff asks each adopter if he or she wants to make an extra donation, donations are down and have not compensated for the loss of revenue. In Year 2, the adoptions desk took in \$57,000 in donations versus \$63,000 in Year 1. The SPCA's adoption subsidy money has helped to cushion the shortfall associated with fee waived adoptions. Additionally, cost savings related to a shortened length of stay for the cats in the shelter helps to offset the loss of adoption fees.

In Year 2, the SPCA performed three dental surgeries, a hip dislocation surgery and an amputation for Ten Lives Club at no charge. The Director of the SPCA continues to offer the

services of her veterinary staff to the Project partners if they have an animal in need of surgery and cannot afford the expense.

In May of 2011, the SPCA began a monthly speaker series that is free to SPCA staff and volunteers as well as to any volunteer of any Maddie's® Project partner organization. May's session was on the topic of animal rescue and was presented by an SPCA rescue driver. June's topic was an "Ask the Trainer" session presented by two local professional dog trainers and July's was on pet nutrition. The speaker series will resume in October of 2011.

In Year 2, the SPCA instituted two new volunteer run programs: Paws & Patriots and Make It Click. Paws for Patriots is a program that connects veterans who are dealing with depression or post traumatic stress disorder and pairs them with dogs in need of special attention such as those from puppy mills or cruelty cases. Make It Click is a program for 3rd – 6th graders who, with a parent, clicker train cats to come forward in their kennels, providing the cats with a better chance at adoption.

C. Advertising/PR/Promotions

Coalition Advertising/PR/Promotions

The Project Coordinator maintains a Maddie's® Project website that can be found at www.MaddiesErieCounty.org. In addition, a facebook page is devoted to the Project 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. Presently, there are just over 1,000 people who "like" the page. Each week, a dog and cat of the week are featured on the facebook page. The spot is rotated amongst the Project partners.

During Year 2, the coalition was featured in a number of news outlets. On February 10, 2011, the article "Pit bulls can be the right fit" appeared in the Tonawanda News to help promote the Project's Bully for You! program and adoption event. On March 3rd, the Buffalo News ran an article entitled "Project aims to save kittens". The story detailed the need for foster volunteers to deal with the challenges of spring, including kitten season and seasonal viruses. Finally, on March 4th, WGRZ, the local NBC news affiliate, aired the story "Six Agencies Working for Animals in Erie County" in its Hero Central segment. The story issued a call for foster volunteers.

A new 6' sign is now displayed above the adoption desk at the Galleria Mall. It states "Maddie's® Pet Rescue Project in Erie County" along with our slogan "No Pets Left Behind – No-Kill by 2014". Each of the six partner logos appear along the bottom of the sign.

Partner Advertising/PR/Promotions

Black Dog, Second Chance

On August 31st, the Buffalo News published "A Thanksgiving rescue that keeps on giving". It told the story of Lotus, a yellow lab rescued by Black Dog, Second Chance from an area reservation. With great patience, the president of BDSC was able to turn Lotus from a frightened dog to a happy companion.

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. In addition, HEART's fundraising events are usually written up in the local town newspaper.

Second Chance

In January, the Buffalo News ran a story entitled “For visiting therapy cats, cuddling is encouraged” about a Second Chance volunteer who brings her cats to a local retirement community. The article explained how the residents looked forward to the visits each week.

Ten Lives Club

On October 14th, a local newspaper in the southtowns ran a story entitled “Ten Lives Club has entered a new era”. The article explained about the relocation of TLC’s shelter to a more populated area and the struggle the organization faces in adopting out older cats. On December 23rd, an article was published in the Buffalo News entitled “A cat with no tail? It was meant to be”. The story told of a young couple whose tailless cat had passed away. As luck would have it, they found their new pet through Ten Lives Club, a tailless cat named Super Cat. Ten Lives Club also sends press release to the various news publications in the area regarding its fundraising events.

SPCA

The SPCA enjoys several media segments on both television and radio. On Friday mornings, two “Yelp for Help” segments are aired on the local ABC affiliate station WKBW.

On December 19th, the Buffalo News published an article pertaining to the Galleria Mall Adoption Center. The article, “Healthy cats get reprieve at mall store”, was an editorial that extolled the virtues of off-site adoption centers, particularly those in malls. In addition, a five minute video segment relating to the article was available to view on the Buffalo News website. The new staff reporter who had written the article gave the public a tour of the Adoption Center and interviewed Barbara Carr, the SPCA’s Executive Director.

On June 26th, the Buffalo News published a commentary by columnist Donn Esmonde entitled “Time to get tough on animal abuse”. The piece was a passionate plea for New York State’s legal system to take animal abuse seriously and cited two recent animal cruelty cases being pursued by the SPCA. They ran an article entitled “SPCA plans to build new \$9 million expanded animal shelter” on July 12th and another entitled “Judges letting horse abuse case languish” on July 15th.

The SPCA runs a facebook page with over 6,800 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. The facebook page is also used to keep the public up to date on court cases that the SPCA is involved in.

CBAS

Every Tuesday, the City Shelter has a segment on “AM Buffalo” known as PetTalk. City Shelter staff and volunteers use this opportunity to promote animals available for adoption as well as upcoming events. They recently secured a bi-weekly 2YourPet segment on the local NBC affiliate station WGRZ. The CBAS also enjoys a weekly segment on the radio station Classic Hits 104.1. Additionally, a volunteer runs a CBAS facebook page to provide fans with responsible pet care tips and promote upcoming fundraisers and adoption events.

On November 27, 2010, an article was published in the Buffalo News entitled “A little dog with a big heart”. The article told of a shy Cockapoo who was adopted from the City of Buffalo Animal Shelter by a loving woman who helped the dog to come out of its shell. On December 30th, the Buffalo News ran a story about a pit bull that was fostered by a City of Buffalo Animal Shelter volunteer. The article was entitled “Cowering pit bull turns confident in nine months”. The dog was extremely fearful and ended up being adopted by a devoted owner. In addition, on August 4, 2011, the article “Rescued pit bull is 100-pound sweetheart” was published in the Buffalo News and told the story of a loving pit bull who was adopted from the City Shelter.

D. Maddie Recognition

Coalition Recognition

To acknowledge Maddie's Fund, the Maddie's Fund logo is featured on the main page of the Project's website, with a separate page dedicated to explaining about the foundation. It is also on Project envelopes and letterhead as well as the sponsorship package for the PETropolitan Auction of Art and the Pet Expo.

At the Galleria Mall Adoption Center, the Maddie's Fund logo is prominently featured in the adoption center window. The logo is also displayed in one of the cat condos as well as in each play room and on the cage cards. A sign which keeps a running total of all adoptions now advertises the Project. A second larger sign is hung over the adoptions desk, displaying the name of the Project and all of the partner logos. Maddie's Fund stickers, shrink tags and Tail Wag Activity Books are distributed to children.

In May, the Project Coordinator ordered Maddie's[®] Pet Rescue Project t-shirts. The t-shirts feature the Maddie's Fund logo on the left chest with the slogan No-Kill by 2014 on the back. They are for sale at the SPCA Petique and at the Galleria Adoption Center.

Partner Recognition

Black Dog, Second Chance

Black Dog, Second Chance promoted the Maddie's[®] Pet Rescue Project in the following ways:

- They hang posters and flyers at their tables during adoption events.
- A section of their website devoted to the Project.
- Whenever there is an upcoming Maddie's[®] Project event, they advertise it on facebook.
- At the beginning of the first quarter, they sent out a newsletter recognizing the Maddie's[®] Project.
- They insert information about the Project in their adoption folders.

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 Classic Hits 104.1.
- On Wednesdays, 104.1 makes announcements for HEART and the Maddie's[®] Project in Erie County is always mentioned.
- HEART has a small sign that they display at adoption and fundraising events that states HEART is a proud partner of the Maddie's[®] Pet Rescue Project as well as a 4' long sign that hangs at their adoption center.

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[®] 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[®] Pet Rescue Project and also has a sign in their new shelter lobby with the Maddie's Fund logo.
- TLC recognizes Maddie's Fund in its quarterly newsletter.
- The Maddie's Fund logo is also incorporated into the Ten Lives Club calendar, one of TLC's major annual fundraisers

CBAS

The City Shelter promoted the Maddie's[®] Pet Rescue Project in the following ways:

- A section of the City Shelter's website is devoted to the Maddie's[®] 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[®] Pet Rescue Project.
- CBAS volunteers regularly engage the public at adoption and fundraising events to explain how the Maddie's[®] Project is changing the lives of animals at the shelter.
- All new shelter gear, such as polos and t-shirts, worn by volunteers prominently displays the Maddie's[®] patch in addition to the shelter logo.
- The Friends of City of Buffalo Animal Shelter published a newsletter in December, Paw Print, which featured an article about the goals of the Maddie's[®] Pet Rescue Project.

SPCA

The SPCA promoted the Maddie's[®] Pet Rescue Project in the following ways:

- There is a separate page devoted to Maddie's Fund and the Maddie's[®] Pet Rescue Project on the SPCA website YourSPCA.org.
- 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[®] Pet Rescue Project.
- The Maddie's Fund logo appears as a sponsor in one of the dog kennels.
- Maddie's[®] shrink tags are handed out to all children at the Adoptions Desk.
- A community brochure explaining the Maddie's[®] Pet Rescue Project is distributed at all events by the Humane Education staff, along with Maddie's Fund stickers and Maddie's[®] Tail Wag Activity Books.
- There is a Maddie's[®] Project section of the SPCA's Volunteer Times, a newsletter sent out to more than 1,200 volunteers. Information is included about upcoming coalition events and the progress of the Project.

FOR IMMEDIATE RELEASE

Bully for You! Adoption Event to Promote the Misunderstood Pit Bull

February 2, 2011 – On February 12, 2011, the Maddie's® Pet Rescue Project partners will be hosting Bully for You!, an adoption event to promote bully breed dogs in our community. More than 20 pit bull puppies and adults from the SPCA, City of Buffalo Animal Shelter, and Black Dog, Second Chance will be available for adoption from 11:00am – 2:00pm in the SPCA Auditorium, 205 Ensminger Rd.

The Maddie's® Pet Rescue Project in Erie County is committed to ending the euthanasia of shelter dogs and cats with treatable medical and behavioral conditions. The Project partners 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 achieved a higher positive score than Golden Retrievers and Cocker Spaniels (data obtained from www.atts.org).

In addition to taking home a devoted companion, those who adopt a bully breed dog on February 12th will receive a certificate for a free private training session from a certified professional dog trainer. As Miranda Workman, CEO of Purrfect Paws Animal Behavior Center, says "Choosing to train your dog to be a good canine ambassador is the most important action an owner can take that will affect your dog's life and your relationship together." Adoption fees, which will vary by organization, also include the cost of spay/neuter surgery and vaccinations.

If you are ready to make a commitment to an adoring dog, or would like to talk with a certified professional dog trainer about what kind of dog would do best in your home, stop by the SPCA on February 12th. For more details, visit www.MaddiesErieCounty.org.

About Maddie's Fund: Maddie's Fund®, The Pet Rescue Foundation (www.maddiesfund.org), is a family foundation which is funded by the founder of Workday and PeopleSoft, 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 to train veterinarians to save the lives of sick and injured dogs and cats in animal shelters; and in the implementation of a national strategy to promote accountability and transparency in animal shelter operations. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

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For more information, please contact:

Kara Lee

Project Coordinator

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FOR IMMEDIATE RELEASE

Maddie's® Pet Rescue Project Depends on Foster Volunteers to Reach "No-Kill" Status

February 21, 2011 – Karly, a ten week old puppy, came to Black Dog, Second Chance from the City of Buffalo Animal Shelter on February 12th. She was lethargic and dehydrated, and the Director of the Shelter knew that a kennel was not a suitable environment for a sick puppy. The day after being taken in by Black Dog, Second Chance, Karly tested positive for parvo, a potentially devastating virus. Due to the Director's quick thinking and the foster volunteer's actions, Karly is recovering at a nearby veterinary hospital.

Karly's story is not uncommon to the partners of the Maddie's® Pet Rescue Project. In the past, a puppy with an unknown illness might have been euthanized. The Buffalo Animal Shelter is a cash strapped operation that relies on its dedicated volunteers and small staff to rescue and treat more than 3,000 dogs and cats a year. Yet, because of an alliance among area rescue groups, there has been a focus on transferring animals with treatable medical conditions out of area shelters and into foster homes.

The Maddie's® Pet Rescue Project in Erie County was established in October of 2009 to end the euthanasia of healthy and treatable dogs and cats by the year 2014. The Project partners include: Black Dog, Second Chance; the City of Buffalo Animal Shelter; HEART; Second Chance Sheltering Network; the SPCA Serving Erie County; and Ten Lives Club.

Since the Maddie's® Project began, not one healthy dog or cat has been euthanized by the Buffalo Animal Shelter, or any other organization in Erie County. The Project partners have been able to reduce the euthanasia of animals with treatable medical conditions by 70% as compared to 2007's statistics. This lifesaving achievement demonstrates the commitment that the Maddie's® Project partners have to guaranteeing a home for all dogs and cats, including those with treatable or manageable health conditions.

To further reduce the euthanasia of dogs and cats in Erie County, the Project partners are in need of foster volunteers. Since January 1st, the partners have provided veterinary care for over 300 dogs and cats, from a dog requiring emergency surgery to remove a foreign body to a cat found frozen in a snowbank. These figures do not include animals that were taken in and given simple vaccinations or spay/neuter surgery.

To learn how you can become a foster volunteer with one of the Maddie's® Project organizations and help the coalition to succeed in its mission, visit www.MaddiesErieCounty.org.

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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.

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FOR IMMEDIATE RELEASE

Rescue groups from across Western New York are expecting... Kittens!

June 15, 2011 – Kitten season is in full swing, and to help find homes for the cuddly kittens in our care, the partner organizations of the Maddie's® Pet Rescue Project are hosting a Kitten Shower on June 25, 2011. The City of Buffalo Animal Shelter, HEART, SPCA Serving Erie County, and Ten Lives Club will be present at the Galleria Mall on the lower level near the Apple Store from 11:00am - 2:00pm. Scores of cats will be available in all ages and colors.

Presently overwhelmed with kittens, the Maddie's® Project partners need to work quickly to place them in loving homes. Those adopters who bring a "gift" to the shower, such as litter, towels, or plastic carriers, will receive a reduced adoption fee. Fees, which will vary by organization, include the cost of spay/neuter surgery and vaccinations.

The Maddie's® Pet Rescue Project in Erie County is partially funded through a generous grant from Maddie's Fund®. Six area animal rescue groups compose the coalition. The Project partners are collaborating to end the euthanasia of shelter dogs and cats with treatable medical conditions. Also included in the grant is money to provide assistance for low income cat owners and feral caretakers.

Since January 1, 2011, the Maddie's® Project partners have taken in over 3,500 cats and kittens. To help alleviate the burden on area rescue groups, pet owners must spay or neuter their pet – the Maddie's® Spay/Neuter Project can help. Medicaid recipients and feral caregivers can spay or neuter a cat for just \$10 at local veterinary hospitals. For a list of participating veterinarians, visit www.operationpets.org.

If you are ready to make a commitment to an adoring feline, stop by the Galleria Mall on June 25th. For more details, visit www.MaddiesErieCounty.org, or contact Kara Lee at 716-343-0253.

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FOR IMMEDIATE RELEASE

Maddie's Pet Rescue Project to Hold Western NY's Largest Pet Expo

The most exciting event for area pet owners, and those looking to become pet owners, is taking place on Sep. 30th & Oct 1st at the Fairgrounds Event Center in Hamburg: the **Maddie's Pet Rescue Project Pet Expo**. Over 85 pet-related vendors will be exhibiting pet-related products and services such as treats, toys and obedience training.

Anyone thinking of adopting a new member of the family should not miss the Pet Expo's Super Adoption Event. Adoptable dogs and cats will be present on Friday and Saturday from 24 area rescue groups and shelters. Never before have so many pet-related organizations come together under one roof.

The entire family will enjoy shopping for their favorite furry friend, watching flyball and disc dog demonstrations, and learning about pet-related issues. On Friday evening, preview night, a canine fashion show will be presented featuring members of the Queen City Roller Girls.

Leashed dogs will be welcome with a signed liability waiver at the door. Dog owners are encouraged to enter their pet in the Dogs Got Talent contest taking place on Saturday at 2:00pm.

Proceeds from the Pet Expo will benefit the Maddie's® Pet Rescue Project, a collaboration by Black Dog, Second Chance; the City of Buffalo Animal Shelter; HEART; Second Chance; the SPCA Serving Erie County; and Ten Lives Club. Through a prolific grant from Maddie's Fund®, the Project was initiated in October of 2009 to guarantee a home for every healthy and treatable homeless dog and cat in Erie County. By 2014, the Project partners will save over 2,500 shelter pets from euthanasia. While the funding is generous, it is not nearly enough to provide medical treatments and emergencies surgeries for thousands of dogs and cats in need.

General admission to the Pet Expo is \$6 on Friday, with hours running from 6pm to 9pm, and \$8 on Saturday, with hours running from 10am to 5pm. Bring in the Pet Expo ad found in the September 16th, 23rd and 30th issues of the Gusto for \$2 off admission. Kids 12 and under are free.

For more details about the Pet Expo, visit www.MaddiesErieCounty.org.

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