

**Maddie's Fund®
Community Grants Program**

***The Adoption Application for a
Community Collaborative Project***

Part I: Application Information

- 1. THE PROJECT TITLE: Maddie's® Pet Rescue Project in Erie County, NY**

- 2. PREPARED BY: Kara Lee, Project Coordinator**
DATE OF SUBMISSION: August 23, 2011

Part II: Lead Agency Information

3. ORGANIZATION

3a) LEAD AGENCY NAME Erie County Society for the Prevention of Cruelty to Animals		
3b) ADDRESS 205 Ensminger Rd.		
3c) CITY Tonawanda	3d) STATE New York	3e) ZIP CODE 14150
3f) TELEPHONE (716) 875-7360	3g) FAX (716) 875-8100	3h) WEB SITE www.YourSPCA.org
3i) EMAIL ADDRESS exdspca@aol.com	3j) CONTACT Barbara S. Carr	3k) CONTACT TELEPHONE (716) 629-3500
3l) FED TAX EXEMPT STATUS 501C3	3m) TAX ID NUMBER 160425315	3n) INCORPORATION DATE July 31, 1888

4. MISSION STATEMENT OF THE LEAD AGENCY

The mission of the SPCA is to create a caring and kind community that encourages fair and humane treatment of all creatures. Our knowledgeable, caring, and open-minded team of staff and volunteers achieves that mission through proactive efforts to address the current status of animals in our community, education of adults and children, rescue and sheltering of animals in need, and placement of animals into appropriate homes.

VISION

By providing services for people and animals, we empower individuals to become caring, competent, responsible citizens who value animals as a vital part of our community.

5. HISTORY OF THE LEAD AGENCY AS AN ADOPTION GUARANTEE ORGANIZATION

Not applicable

6. DOES THE LEAD AGENCY OPERATE A SHELTER FACILITY? Yes

7. DOES THE LEAD AGENCY OPERATE A SPAY/NEUTER FACILITY? Yes, for in-house animals

8. FINANCIAL INFORMATION FOR THE LEAD AGENCY

Please refer to **SPCA FYE 2010 Financials.pdf** for the SPCA Serving Erie County’s September 30, 2010 Financial Report.

	2010	2009	2008
8a) Total Revenue	\$5,104,608	\$4,470,729	\$3,926,947
8b) Total Expenses	\$5,171,958	\$4,436,782	\$4,304,186
8c) Total Net Assets	\$6,835,415	\$6,902,765	\$6,868,818
8d) Calendar or Fiscal Year	Fiscal Year, begins in Oct.	Fiscal Year, begins in Oct.	Fiscal Year, begins in Oct.

9. IS THE LEAD AGENCY AUDITED ON AN ANNUAL BASIS? Yes

Part III: Target Community

10. GEOGRAPHIC AREA

Erie County, New York

11. POPULATION ESTIMATES

11a) Human Population	919,040
11b) Date of Data	2010 census
11c) Estimated Population of Cats	262,214
11d) Estimated Population of Dogs	232,333

12. ANIMAL ORGANIZATIONS IN THE TARGET COMMUNITY

12. ANIMAL SHELTERS AND OTHER WELFARE GROUPS IN THE TARGET COMMUNITY	12a) OPERATES SHELTER YES/NO	12b) S/N CLINIC YES/NO	12c) S/N BEFORE ADOPTION YES/NO	12d) IN THE PROJECT YES/NO
Category 1: Animal Control Shelters				
City of Buffalo Animal Shelter	Yes	No	Yes	Yes
Category 2: Traditional Shelters				
Erie County SPCA	Yes	No	Yes	Yes
Category 3: Adoption Guarantee				
Black Dog, Second Chance	No	No	Yes	Yes
HEART	No	No	Yes	Yes
Second Chance	No	Yes	Yes	Yes
Ten Lives Club	Yes	Yes	Yes	Yes
¹ Buffalo Humane	No	No	Yes	No
² Buffalo Paws & Claws	Yes	No	Yes	No
³ Greyhound Action League	No	No	Yes	No
⁴ Hope for Cats	No	No	Yes	No
⁵ Pet Connection	Yes	No	Yes	No

¹Former Maddie's[®] Pet Rescue Project partner that opted to withdraw from the Project due to the number of out of county adoptions that they do

²Primarily takes in animals from out of the state

³Breed specific rescue group that takes in retired racing dogs from out of the state

⁴Newly formed organization and new member of the Animal Alliance of Western New York

⁵Primarily takes in animals from out of the state

Part IV: Baseline Year Statistics

13. BASELINE YEAR

13) 2007

14. COLLECTING STATISTICS FROM COALITION MEMBERS

15. COMPILING THE SHELTER STATISTICS FOR EACH CATEGORY OF ORGANIZATIONS

16. COMPILING THE SHELTER STATISTICS FOR THE TARGET COMMUNITY

Please refer to **ErieCountyCommunityBaseline2007.xls** for the baseline statistics for each Project partner, for each category of organization, as well as for the community.

Part V: Establishing Project Baselines

17. PROJECT BASELINES

HEALTHY EUTHANASIA BASELINES

17a	For All Animal Control Shelters	352*
17b	For All Traditional Shelters	131
17c	Total Healthy Euthanasia	483

*The figure for Animal Control Shelters includes the euthanasia of unevaluated pit bulls that may or may not have been designated "healthy".

TREATABLE EUTHANASIA BASELINES

17d	For All Animal Control Shelters	435
17e	For All Traditional Shelters	1595
17f	Total Treatable Euthanasia	2030

TOTAL EUTHANASIA BASELINES

17g	For All Animal Control Shelters	1799
17h	For All Traditional Shelters	5508
17i	For All Adoption Guarantee Organizations	67
17j	Total Euthanasia	7374

ADOPTION BASELINES

		In County	Out of County	Total
17k	For All Animal Control Shelters	699	0	699
17l	For All Traditional Shelters	5733	1218	6951
17m	For All Adoption Guarantee Organizations	1150	27	1177
17n	Total Adoption Baseline	7582	1245	8827

ADOPTION BASELINE FOR ALL ADOPTION GUARANTEE ORGANIZATIONS

		In County	Out of County	Total
17o	Involving Animals from Animal Control	170	0	170
17p	Involving Animals from the Public and Other Organizations	980	27	1007
17q	Total Adoption Baseline for Adoption Guarantee organizations	1150	27	1177

18) BASELINE YEAR LIVE RELEASE RATE

18) 68.9%

The Baseline Year Live Release Rate for our target community does not include 2,374 owner/guardian requested euthanasia which were unhealthy and untreatable and 319 dogs and cats who died or were lost in the shelter/care.

Part VI: Above Baseline (AB) Targets

19. REDUCTION IN HEALTHY EUTHANASIA TARGET

Reduction in Healthy Euthanasia Targets			
19a)	Year 3	100% of Healthy Euthanasia Baseline	483*
19b)	Year 4	100% of Healthy Euthanasia Baseline	483*
19c)	Year 5	100% of Healthy Euthanasia Baseline	483*

* The number 483 includes 258 healthy dogs euthanized at the Buffalo City Animal Shelter. The vast majority of these dogs were unevaluated pit bulls.

20. REDUCTION IN TREATABLE EUTHANASIA TARGET

Reduction in Treatable Euthanasia Targets			
20a)	Year 3	60% of Treatable Euthanasia Baseline	1218
20b)	Year 4	80% of Treatable Euthanasia Baseline	1624
20c)	Year 5	100% of Treatable Euthanasia Baseline	2030

21. REDUCTION IN TOTAL EUTHANASIA TARGET

Reduction in Total Euthanasia Targets			
21a)	Year 3	Year 3 Total Reduction Target	1701
21b)	Year 4	Year 4 Total Reduction Target	2107
21c)	Year 5	Year 5 Total Reduction Target	2513

22. ABOVE BASELINE (AB) ADOPTION TARGET

Above Baseline Adoption Target			
22a)	Year 3	Year 3 Total Adoption Target	1701
22b)	Year 4	Year 4 Total Adoption Target	2107
22c)	Year 5	Year 5 Total Adoption Target	2513

Part VII: Grant Request

23. GRANT REQUEST FOR YEAR THREE

23a) Year Three Grant **\$855,960.00**

(483 healthy * \$360 = \$173,880
1218 treatable * \$560 = \$682,080
 1701 above baseline adoptions = \$855,960)

24. GRANT REQUEST FOR YEAR FOUR

24a) Year Four Grant **\$947,905.00**

(483 healthy * \$315 = \$152,145
1624 treatable * \$490 = \$795,760
 2107 above baseline adoptions = \$947,905)

25. GRANT REQUEST FOR YEAR FIVE

26a) Year Five Grant **\$983,010.00**

(483 healthy * \$270 = \$130,410
2030 treatable * \$420 = \$852,600
 2513 above baseline adoptions = \$983,010)

Part VIII: Year Two Project

26. YEAR THREE PROGRAM AND SERVICES

26a) Year Three Adoption Subsidy (Healthy Animals and Treatable Animals)

26a) Year Three Adoption Subsidy	Subsidy Amount
1) For Each Animal from AC	\$875.00
2) For Each Animal from Public & Other Orgs	\$175.00

In Year Three of the Maddie's[®] Pet Rescue Project in Erie County, the partners will work to save 60% of Erie County's treatable animals. To do so, they will take in nearly 40% more dogs and cats from the City of Buffalo Animal Shelter than were transferred to them in 2007. In addition, the partner organizations will continue their aggressive efforts to grow their foster care base and to increase their presence at area pet stores and events. There will be a continued emphasis on promotions, both fee-waived and reduced fee, as a way to adopt out adult cats and cats with special medical needs.

26b) Year Three Adoption Goals

(1) Name of Organization	(2) Total In County Baseline Adoptions	(3) AB Target AC Animals	(4) AB Target Public Animals	(5) Total AB Target	(6) Total Adoption Goal	(7) Subsidy AC Animals	(8) Subsidy Public & TR Animals	(10) Total Adoption Subsidy
City of Buffalo Animal Shelter								
<i>Healthy</i>	699	-	75	75	774	-	\$13,125	\$13,125
<i>Treatable</i>	0	-	40	40	40	-	\$7,000	\$7,000
<i>Total</i>	699	-	115	115	814	-	\$20,125	\$20,125
ECSPCA								
<i>Healthy</i>	3,572	112	126	238	4,770	\$98,000	\$22,050	\$120,050
<i>Treatable</i>	2,161	90	667	757	3,176	\$78,750	\$116,725	\$195,475
<i>Total</i>	5,733	202	793	995	7,946	\$176,750	\$138,775	\$315,525
Black Dog, Second Chance								
<i>Healthy</i>	0	14	10	24	44	\$12,250	\$1,750	\$14,000
<i>Treatable</i>	0	11	18	29	36	\$9,625	\$3,150	\$12,775
<i>Total</i>	0	25	28	53	80	\$21,875	\$4,900	\$26,775
HEART								
<i>Healthy</i>	0	25	7	32	32	\$21,875	\$1,225	\$23,100
<i>Treatable</i>	345	17	16	33	378	\$14,875	\$2,800	\$17,675
<i>Total</i>	345	42	23	65	410	\$36,750	\$4,025	\$40,775
Second Chance								
<i>Healthy</i>	204	40	6	46	250	\$35,000	\$1,050	\$36,050
<i>Treatable</i>	102	32	12	44	146	\$28,000	\$2,100	\$30,100
<i>Total</i>	306	72	18	90	396	\$63,000	\$3,150	\$66,150
Ten Lives Club								
<i>Healthy</i>	285	86	37	123	408	\$75,250	\$6,475	\$81,725
<i>Treatable</i>	214	80	180	260	474	\$70,000	\$31,500	\$101,500
<i>Total</i>	499	166	217	383	882	\$145,250	\$37,975	\$183,225
TOTAL	7,582	507	1194	1701	10564	\$443,625	\$208,950	\$652,575

26c) Procedure for Distributing the Adoption Subsidies

The Project partners will be paid upon receipt and review of their monthly statistics, and adoption subsidies will be based on actual adoption figures. The adoption goals for each partner accumulate as the year goes on. Thus, if a partner organization does not meet its above baseline adoption target in one month but surpasses it in the next, the organization will be paid for cumulative total of above baseline adoptions. Each partner will be paid only to its monthly target, even if the organization has exceeded its total adoption goal.

Any above goal bonuses will be paid at the end of the Project year after review of the year's final statistics. The City of Buffalo Animal Shelter's adoption subsidy money will also be paid at the end of Year Three. Any funds distributed to the City Shelter will be earmarked solely for the City Shelter to be used to spay, neuter and vaccinate dogs and cats prior to adoption, and to provide veterinary care for animals with treatable medical conditions.

26d) Year Three Programs and Services

1. Description of current activities:

ADOPTIONS

Presently, the Maddie's[®] Project partners have an extensive network of off-site adoption locations, from pet stores to veterinary clinics, even a local framing business. Including the Galleria Mall Adoption Center, the SPCA has 17 off-site locations. Ten Lives Club has a partnership with Tabby Town, an adoption center at the McKinley Mall which is a large mall in a southern suburb of Buffalo. Additionally, they have nine other off-site locations. Second Chance has an adoption center within the Honey Hill Pet Center in the Eastern Hills Mall and HEART has its own stand alone adoption center. The partners will continue to pursue new and creative off-site possibilities.

On June 1, 2009, the Cat Adoption Center opened at the Galleria Mall, the largest mall in Erie County. It holds 15 cat condos measuring 30" x 30" x 70". The SPCA has ten and each Project partner, with the exception of Black Dog, Second Chance, has one. The SPCA paid all of the expenses for set up, the purchase of all cat condos, and is responsible for the overall running of the adoption center, including staffing and volunteers. Between October 1, 2009 and May 31, 2011, 2,605 cats were adopted.

In February of 2001, a Bully for You!, adoption event was held to encourage to promote the adoption of pit bull type dogs. All new adopters received a free private training session from a local certified professional dog trainer. In total, ten dogs were adopted. A second coalition adoption event, a Kitten Shower, was held in late June to free up foster space for the flood of kittens that occurs every spring and summer. Between four of the partners, 17 kittens were adopted. Finally, on September 30th and October 1st, the Maddie's[®] Pet Rescue Project Pet Expo will be hosting a Super Adoption Event with all six partners participating as well as other rescue groups from across WNY.

The SPCA's permanent adoption fee waiver for cats three and older has continued since its implementation in December of 2009. Between December 2009 and May 2011, 1,301 cats over three have been adopted as a result of this policy.

EUTHANASIA REDUCTION

Operation Pets, a spay/neuter facility for low-income people, local rescue groups and feral cat caretakers opened in August of 2008. As of May 1, 2011, they have spayed/neutered over 17,000 cats. (Immeasurable number of lives saved)

The members of the Animal Alliance of Western New York continue to work on the issue of feral cats. An important result of these discussions was that the SPCA, as of the spring of 2008, will no longer accept healthy feral cats for euthanasia. The other Alliance members work diligently to see these animals serviced through a TNR program. (Approximately 300 lives saved)

Because the SPCA has the largest veterinary department of all the Project partners, groups such as the City of Buffalo Animal Shelter and Ten Lives Club will occasionally transfer animals with more expensive medical needs to the SPCA for treatment at no cost to the partner organization. The animal is then transferred back to the originating group to be adopted out. In addition, the SPCA routinely provides other agencies with surplus equipment such as cages, crates, medical supplies, etc. that are donated to the SPCA. (Approximately 30 lives saved)

In February of 2010, the SPCA began taking appointments for owner surrenders of cats. Such a move has reduced overcrowding at the shelter and has consequently allowed the staff better control over what cats are taken in on a day to day basis. They have been able to treat more animals due to the fact that compromising the health of the entire shelter is not as dire of an issue. Because overcrowding is not occurring, the cats are experiencing less stress thereby helping to keep their immune system intact. November 1, 2010 to June 30, 2011, there has been only one case of distemper. (Approximately 120 lives saved)

1. Description of future activities:

ADOPTIONS

AB Adoption Efforts	SPCA	CBAS	BDSC	HEART	Second Chance	TLC	Total
Galleria Mall	460	46	0	23	20	45	594
Bully for You!	8	5	2	0	0	0	15
Kitten Shower	12	5	0	2	2	6	27
Pet Expo Super Adoption Event	15	6	2	2	2	3	30
Fee Waived Cat Adoptions	330	0	0	0	5	20	355
Holiday Promotions	90	5	0	0	0	25	120
Local Festivals/Fairs	0	10	13	12	0	0	35
Monthly Pet Store Visits	0	10	16	2	13	0	41
Local Cat Adoption Center	40	0	0	19	44	276	378
Petfinder/Shelter Pet Project	40	28	20	5	5	8	106
TOTAL AB ADOPTIONS	995	115	53	65	90	383	1,701

The coalition will continue to take advantage of the heavy traffic at the Galleria Mall to increase adoptions. The Maddie's[®] Project Adoptions Coordinator will be organizing special promotions to generate publicity. Examples include a Black Friday special on the day after Thanksgiving and a "used cat" special that mimics a used car event. Special promotions will also take place on Sundays since the Galleria Mall Adoption Center is open on this day of the week and the SPCA and City of Buffalo Animal Shelter are not. A small portion of the grant funding, \$20,120, will be used to defray rental costs. (AB Adoption Goal: 594 cats)

The coalition intends to hold two Bully for You! promotions to encourage bully breed adoptions. Incentives such as a free private obedience training session will be offered to new adopters. Through the Maddie's[®] Project website, partner websites and social media tools, fact-based information will be spread about pit bulls, along with adoption success stories to help dispel the myths about bully breeds. (AB Adoption Goal: 15 dogs)

In June of 2012, the Maddie's[®] partners will host a Kitten Shower, an adoption event to make room for the influx of cats and kittens that occurs in the late spring and summer. The event will be held at the Galleria Mall where foot traffic is the heaviest of any area mall. (AB Adoption Goal: 27 cats)

In late September of 2012, a Super Adoption Event will be held in conjunction with the Maddie's[®] Pet Rescue Project Pet Expo. In addition to the six Project partners, other rescue groups from across Western NY will be invited to participate in order to generate excitement from the public. (AB Adoption Goal: 30 cats and dogs)

Because of the enormous success of the SPCA's "free over three" adoption fee policy, they will continue to offer fee waived promotions for cats as young as one year and older. They have also implemented a "free over 10" policy for dogs to shine a spotlight on senior dogs. The partners will waive adoption fees on cats, particularly on cats that have been in their care for a long time or have special medical needs. They will also participate in promotions that revolve around major holidays such as Halloween and Christmas. (AB Adoption Goal: 355 cats and dogs)

To increase their presence in the community, several of the Project partners attend local festivals, fairs and farmer's markets such as the Fantasy Island's Adopt-a-Pet Days in July and the Erie County Fair in August. There are a myriad of these events throughout the year, particularly in the summertime, in various towns across Erie County. By being where the public is, rather than asking the public to come to them, the Project partners are able to adopt out more animals. (AB Adoption Goal: 35 dogs and cats)

The Project partners continue to make monthly or bi-monthly appearances at pet stores such as PETCO, PetSmart and Pet Supplies Plus. (AB Adoption Goal: 41 dogs and cats)

In October of 2010, the Tabby Town Cat Adoption Center, a partner of Ten Lives Club, relocated to a larger storefront within the McKinley Mall. Adoptions remain nearly double those of 2007, and, as of March 31, 2011, are 18% higher than in Year One of the Project. In April of 2011, Tabby Town opened up four cages to the SPCA to showcase cats. In addition, HEART expanded the days and hours at its adoption center and Second Chance has expanded the number of condos that it has inside a local pet store. (AB Adoption Goal: 378 cats)

With these adoption promotions, along with the Project partners' concerted efforts to increase their foster home bases, the goal of 1,701 Above Baseline Adoptions should be achieved.

EUTHANASIA REDUCTION

The Project partners will maintain the life-saving procedures in place such as the SPCA’s policy of requiring an appointment to surrender a cat, and their willingness to take on dogs and cats requiring more extensive medical care from the Project partners. In addition to the focus on pulling animals from the City Shelter, there will be an increased focus on pulling animals from the SPCA, predominantly on the part of Ten Lives Club. During the busy spring and summer months, TLC intends to shift 25% of their intake to consist of already vetted cats from the SPCA. This will provide TLC with a surplus of healthy cats that can be quickly placed up for adoption, and will afford the SPCA more space to care for treatable animals. At the same time, it will not take away from TLC’s ability to take in treatable animals from the City Shelter.

Presently, the partners are able to treat a wide range of rehabilitatable conditions, including calicivirus, broken limbs, and orphaned, unweaned kittens, as well as manageable conditions like food aggression and resource guarding. Yet, they struggle to treat conditions such as ringworm and parvo. The Project partners will continue reaching out to volunteers who would be willing to treat ringworm and to explore off-site locations for treating this infection. They will also reach out to area veterinarians to provide off-site treatment for conditions like parvo. The SPCA plans on hiring a part-time veterinarian who can assist with spays and neuters so that the two full-time veterinarians can concentrate more on treatments.

To continue to reduce the number of animals euthanized for behavior reasons, the SPCA’s new behavior supervisor has several goals that will be executed over the next year. These include providing music in the kennels at designated intervals each day as well as establishing a running program with the potential name Runners for Rover. Volunteers would take active dogs on 1.5 – 2.5 mile runs around the neighborhood to diminish kennel stress. Finally, the behavior supervisor intends to implement daily behavior rounds to identify signs of deterioration sooner, enabling the staff to make plans to transfer the animal out of the shelter or to provide increased enrichment.

The coalition, in conjunction with the Animal Alliance of Western NY, is working on a spay/neuter campaign aimed at pit bull owners. Fundraising for the Fix-a-Bull program is currently underway to provide spay/neuter surgery to area pit bull owners at no cost. Print advertisements will be run, flyers will be disseminated door to door and at area businesses, and information will be sent out to the 400+ block clubs and neighborhood associations in Erie County.

27. YEAR THREE FUNDRAISING & INCOME GENERATING STRATEGIES

Projected costs of new fundraising: \$54,000

Year Three Set Aside Goal: \$185,750

SPCA		Black Dog, Second Chance		HEART		Second Chance		Ten Lives Club		Joint	
FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal	FR Subsidy	Set Aside Goal
\$19,000	\$66,000	\$750	\$2,625	\$1,250	\$4,375	\$1,400	\$4,750	\$17,600	\$60,000	\$14,000	\$48,000

SPCA

The SPCA has established a special fund called “Yelp for Help” that is the focal point of its fundraising set aside goal. Through a weekly media segment, direct mail campaign, website advertising and social

media tools, the SPCA expects to raise \$51,000. They are exploring the idea of hiring a new staff person to run the program. In addition, the SPCA will be holding a “Dining Out for the Dogs” night. Area participating restaurants will donate back 10-25% of the proceeds spent by guests on that evening. The SPCA expects to secure 40 to 50 restaurants for the promotion and to raise \$15,000. (Cost: \$19,000 in printing, postage and payroll costs)

SPCA Fundraising Goal: \$66,000

Black Dog, Second Chance

Black Dog, Second Chance will be holding one major fundraiser in order to reach its set aside goal: a comedy night at a local restaurant comedy club. The event will feature a basket raffle and silent auction. (Cost: \$750 in advertising and rental costs)

Black Dog, Second Chance Fundraising Goal: \$2,625

HEART

HEART takes advantage of local trade shows and festivals that take place around Western NY. They will take a portion of the proceeds earned from each event to reach their set aside goal and will advertise in local news publications to ensure that the public is aware of their presence at these events. Examples of events that HEART participates in include the ten day long Erie County Fair and Christmas in the Country, a four day long craft show. HEART will also use some of its subsidy money to purchase supplies for re-sale. (Cost: \$1,250 in advertising and supply costs)

HEART Fundraising Goal: \$4,375

Second Chance

To reach its set aside goal, Second Chance plans to take a portion from several existing fundraisers such as a happy hour at a local nightclub and a chicken BBQ/rummage sale. (Cost: \$1,400 in advertising and food and beverage costs)

Second Chance Fundraising Goal: \$4,750

Ten Lives Club

Ten Lives Club will hire a part-time fundraiser to meet its aggressive set aside goal, a goal that is more reflective of their increased expenses. The new staff person will focus on planning fewer fundraisers that generate more revenue. In turn, this will allow the TLC’s Director to concentrate on grant writing and other development opportunities. (Cost: \$17,600 in payroll expenses)

Ten Lives Club Fundraising Goal: \$60,000

Coalition Fundraising

In late 2011/early 2012, the partners will be running an Irish sweepstakes. A fixed number of raffle tickets will be sold for \$20 each with the winner receiving \$7,500. There will also be second and third place prizes that are either monetary or a product such as iPad. The coalition will keep the remaining amount of money collected. (Cost: \$1,000 in printing costs)

Joint Fundraising Goal: \$8,000

The Project partners will be holding their annual Pet Expo in the fall of 2012 with a goal of raising \$28,000. It is expected that 2,500 people will attend from across the Western New York area at an admission price of \$5 - \$7 per person. Local businesses with pet-related products and services will be solicited and will be charged a flat fee for a 10' x 10' booth. In addition, sponsor opportunities will be offered at varying levels. (Cost: \$9,000.00 in rental and advertising costs)

Joint Fundraising Goal: \$25,500

In the spring of 2012, the partners will host a Vegas Night. Guests will be able to play casino games such as Black Jack, Roulette and Craps using "funny money". There will also be a basket raffle and silent auction and 50-50 split. The event is expected to raise \$12,000 in proceeds from the ticket sales and raffles. (Cost: \$4,000.00 in rental, food and beverage, and advertising costs)

Joint Fundraising Goal: \$12,000

In the spring of 2012, the partners will host a Kitten Shower at the Galleria Mall. In addition to cats and kittens available for adoption, there will be a raffle and donation jar.

Joint Fundraising Goal: \$500

Throughout Year 3, the partners will continue to sell the remaining Maddie's[®] Project t-shirts.

Joint Fundraising Goal: \$2,000

28. PET EVALUATION MATRIX & ADOPTION GUARANTEE

Prior to the start of the Project, the partners collaborated on a Pet Evaluation Matrix, an evaluation tool that provides a high standard of care for dogs and cats in Erie County. The community's input was solicited through an online survey. Paper copies of the survey were distributed through three area veterinary clinics, the low cost spay/neuter clinic Operations Pets, the adoption center at the Galleria Mall as well as the SPCA's Whisker Wag'n. Taking all of the partners' opinions as well as the community's opinions into account, a table was created that outlined the classifications for various medical conditions. Buffalo Humane, a former partner, along with the SPCA and a local certified professional dog trainer then designed a continuum of characteristics that defined different behavioral conditions.

After the finalization of the Pet Evaluation Matrix, the partners re-evaluated a few of the conditions, such as orphaned, unweaned kittens under four weeks, and re-classified them from untreatable to treatable. The document has been instrumental in ensuring that each partner is classifying dogs and cats

using the same definitions. The Project partners will continue to re-evaluate the Matrix to ensure that the highest standard of care possible is being provided to homeless dogs and cats in the community. Since the Maddie's[®] Pet Rescue Project began on October 1, 2009, the partners have been able to maintain an adoption guarantee for every healthy dog and cat in Erie County. This can be attributed to a dramatic increase in the number of animals transferred to the adoption guarantee partners from the City of Buffalo Animal Shelter when compared against the baseline year of 2007. The participating organizations will continue the adoption guarantee for healthy animals, and will keep treating animals with infections, internal parasites, and broken limbs. They will also focus on adopting out dogs and cats with manageable conditions by offering incentives and education to new adopters.

29. MADDIE RECOGNITION

The coalition and the individual partners are constantly evolving in their recognition of Maddie's Fund as new opportunities to incorporate the Maddie's Fund logo arise. In addition, the Animal Alliance of Western New York is comprised of members who fully support the goals of the Maddie's[®] Project by promoting upcoming adoption and fundraising events.

Erie County SPCA

The SPCA enjoys excellent media relationships with Buffalo's three network affiliates: WGRZ, WIVB and WKBW. The ABC segment airs on Fridays between 5:00am and 7:00am and provides the opportunity to promote "Yelp for Help" patients. "Yelp for Help" animals are those whose medical care exceeds \$500 in expenses. It is the SPCA's official program of the Maddie's[®] Pet Rescue Project.

In addition to its television segments, the SPCA has three weekly radio spots to promote dogs and cats available for adoption. The local newspaper, the Buffalo News, regularly covers SPCA stories and events, as do other local town newspapers.

The SPCA's website, YourSPCA.org, features a page devoted to Maddie's Fund. This page is regularly updated to reflect upcoming coalition events and fundraisers. On average the SPCA's website receives 240,000 page views per month and 18,000 unique visitors monthly. The SPCA has a mailing list of 30,000, an email list of 4,400 individuals. All of these media opportunities and mailing opportunities are available for recognition of Maddie. .

The SPCA will continue to display the Maddie's Fund logo wherever appropriate, and to explore ways to incorporate it into the shelter. For example, one of the glass front dog kennels features a large "sponsored by Maddie's Fund" logo. The Humane Education department distributes a brochure that describes the goals of the Maddie's[®] Project. This brochure is available at the adoptions desk as well. The SPCA adoptions staff also hands out Maddie's[®] Tail Wag Activity books and stickers.

Black Dog, Second Chance

Black Dog, Second Chance has a section of its website that is devoted to the Maddie's[®] Project. They also make use of their facebook page to promote upcoming Maddie's[®] Project events. BDSC has a table top sign with the Maddie's Fund logo that is displayed at adoption and fundraising events.

City of Buffalo Animal Shelter

The City of Buffalo Animal Shelter is privileged to have a segment on the local ABC affiliate's morning talk show, WKBW, on Tuesday mornings to promote dogs and cats available for adoption. The volunteers who participate on the show make a concerted effort to promote upcoming Maddie's[®] Project events as well as Maddie's Fund. In addition, the City Shelter appears bi-weekly on Sundays on NBC's local affiliate WGRZ to promote dogs and cats available for adoption, along with upcoming shelter and Maddie's Project events.

The City Shelter's PetFinder site has a dedicated section to the Maddie's[®] Project. Shelter dogs are highlighted on local radio station Mix 104.1 FM on Wednesday mornings as well as on their website. Additionally, the volunteers wear shirts with the Maddie's Fund logo patch on the sleeves.

HEART

Each week, Mix 104.1, promotes a HEART cat that is available for adoption. A section of the Mix 104.1 website is devoted to HEART and it states that HEART is a privileged partner of the Maddie's Pet Rescue Project. A 4' sign hangs at their adoption center that states the same. HEART also has a section of its website that explains about Maddie's Fund and the Maddie's[®] Project.

Second Chance

Second Chance will continue to recognize Maddie's Fund through its website, newsletter, letterhead and signage at adoption and fundraising events. They also have a 3' long window clinger at their adoption center in the Honey Hill Pet Center that states that Second Chance is a proud partner of the Maddie's[®] Pet Rescue Project.

Ten Lives Club

Ten Lives Club will continue to utilize its quarterly newsletters, both paper and electronic, to recognize Maddie's Fund. A sign is displayed at Tabby Town, Ten Lives Club's adoption center, with the Maddie's Fund logo. TLC hands out Maddie's Fund stickers and Tail Wag activity books. They will also be printing cage cards with the Maddie's Fund logo.

Coalition Recognition

The Project Coordinator will continue to run www.MaddiesErieCounty.org, a website specific to the Maddie's[®] Project, as well as a facebook page. In addition, she will ensure that the press is kept current on upcoming coalition events and fundraisers through press releases that contain the paragraph "About Maddie's Fund". She will continue to develop relationships with area reporters, keeping them up to date on the progress and needs of the Project, and will reach out to local media outlets about the creation of a media segment specific to the Maddie's[®] Project. Finally, the coalition will keep selling Maddie's[®] Project t-shirts that feature the Maddie's Fund logo.

30. YEAR THREE BUDGET

**Maddie's Pet Rescue Project in Erie County, NY
Operating Budget
Year Three**

Support and Revenue

Maddie's Fund Year Three Grant	\$855,960.00	
Total Support and Revenue		<u>\$855,960.00</u>

Expenses

PROGRAMS AND SERVICES

Distributions		
<u>Adoption Subsidies</u>		\$652,575.00
Buffalo Animal Shelter	\$20,125.00	
SPCA	\$ 315,525.00	
Black Dog, Second Chance	\$ 26,775.00	
HEART	\$40,775.00	
Second Chance	\$66,150.00	
Ten Lives Club	\$183,225.00	
<u>Fundraising Subsidies</u>		\$54,000.00
Buffalo Animal Shelter	0.00	
SPCA	19,000.00	
Black Dog, Second Chance	750.00	
HEART	1,250.00	
Second Chance	1,400.00	
Ten Lives Club	17,600.00	
Joint Fundraising	14,000.00	

ADMINISTRATION

Salaries and Related Expenses		
<u>Salaries</u>		\$81,650.00
Project Coordinator	38,000.00	
Project Adoption Coordinator	27,000.00	
Canine Evaluator (PT)	16,650.00	
<u>Related Expenses</u>		\$23,290.00
Group Health Insurance	12,986.00	
Group Life Insurance	350.00	
Payroll Taxes	8,714.00	
401(k) Savings Plan	1,240.00	
<u>Outreach Services</u>		\$33,555.00
Advertising	9,500.00	

Mall Expense	21,805.00	
Partner Development	2,250.00	
<u>General and Administrative</u>		\$10,890.00
Office Equipment	1,500.00	
Phone	1,650.00	
Internet	300.00	
Occupancy Expense	3,000.00	
Postage	940.00	
Printing	3,500.00	
Total Expenses		<u>\$855,960.00</u>
Net Operating Excess (Deficit)		<u>\$0.00</u>

Budget Notes

1. The Project Coordinator will be responsible for all aspects of coordinating the goals and outcomes of the grant, including assistance with fund raising and adoption events, collecting data, payment of subsidies to agencies, reporting to Maddie's Fund, and working on the development of strategies and plans.
2. The Project Adoption Coordinator will be responsible to oversee and plan all adoption events associated with the Maddie's[®] Project. Additionally, the Adoption Coordinator will oversee the Mall Adoption Center and work closely with the participating Maddie's[®] Project partners.
3. Advertising funds will be used to purchase radio and print ads to promote coalition adoption and fundraising events.
4. The annual budget for the Galleria Mall adoption center is \$225,000. This includes rent, staffing, utility expenses, insurance, telephone, office supplies, etc. The Maddie's[®] Pet Project budget line item of \$21,805 for Mall Expense will be used to defray rental fees.

31. ANIMAL WELFARE ISSUES

Feral Cats: Approximately eight years ago, the Erie County SPCA held a summit on feral cats, bringing together all animal welfare groups, government officials, and local veterinarians. Speakers from around the country with exceptional programs for feral cats in place were invited to share their experiences with Erie County groups. From this summit, Feral Cat Focus was formed to establish more TNR, more sterilization opportunities, and more education for the public concerning feral cats.

Feral Cat Focus and the SPCA collaborated to sterilize as many feral cats as possible for several years. During this time, the Animal Alliance of Western New York was formed to bring together animal welfare groups to work together and further the welfare of animals in the community. One project that was developed as a result of this collaboration was Operation Pets, a sterilization clinic for low-income resident as well as feral cats. Feral cats are now being sterilized at Operation Pets.

Pit Bulls: As is the case with many urban communities, the number of homeless pit bulls is proportionally larger in Erie County than any other breed of dogs. While we are working diligently to change perceptions, the public still has misconceptions about pit bulls, and even those that are perfectly healthy and sociable are not as easily placed as other breeds. The City of Buffalo Animal Shelter has the highest proportion of pit bulls of any of the agencies in Erie County. While as many as possible are transferred to the SPCA and the Adoption Guarantee organizations, there are currently more needing adoption than there are resources to save them.

In June of 2011, the Animal Alliance of Western New York (AAWNY) will be holding an event called Rock-a-Bully to benefit a new program known as Fix-a-Bull. Fix-a-Bull will be targeted to low income citizens, including those who do not qualify for social services. The AAWNY is working with the Niagara Frontier Veterinary Society to develop the program whereby free spay/neuter surgery will be offered through participating veterinary hospitals. The cost of surgery will be offset using the money raised from semi-annual fundraisers. In addition, to combat the public’s misconceptions about pit bulls, the Maddie’s[®] Project partners have created Bully for You! a program to raise awareness on the positive traits that pit bulls possess as well as to offer more opportunities for this breed to be adopted.

32. GOVERNMENT MANDATES

		YES or NO	JURISTITION
40a)	Spay/Neuter Ordinances	No	
40b)	Pound Seizure Law	No	