



## ANIMAL FRIENDS CONNECTION HUMANE SOCIETY

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*Promoting Compassion Toward All Creatures / Humane Education & Adoption Referrals*

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### **Maddie's Fund Report for Year Five and Accomplishments over the Past Five Years**

*Funding Period:* October 1, 2000- September 30, 2005

*Total Funding:* \$467,936

*Community Profile:* Lodi is an agricultural and bedroom community located near Sacramento in California's Central Valley. The population is 60,000.

*Project Profile:* The project consisted of lead agency Animal Friends Connection Humane Society (AFCHS), Lodi Animal Services and all but one of the community's private practice veterinary hospitals.

#### **ACCOMPLISHMENTS**

**Lifesaving Results:** Maddie's® Pet Rescue Project in Lodi reached 97% of its adoption goals and 100% of its spay/neuter goals. The Project **achieved an adoption guarantee for all healthy shelter animals in Year Five!**

Over the last five years pet adoptions have increased from 618 per year in 1999 to 950 in 2005. AFCHS established a Cat Sanctuary in the first year of Maddie's® Project, open Monday - Friday from 1pm - 6pm and 11am - 2 pm on Saturdays. Throughout Maddie's® Project, we gradually increased our hours at the cat sanctuary, which is now open from noon to 7pm on weekdays and on weekends from 11am to 4pm. Our offices are part of the Cat Sanctuary, so we often schedule dog meetings for potential adoptions, as well as picture taking sessions for pets to be posted on our web site. We purchased cages and equipment for the quarantine area and mobile adoption sites (Discount Pet, Petco, Petsmart and the Office). Our satellite adoption sites increased and special events increased (i.e.: weekly evenings at the Lodi Farmers Market, school visitations with adoptable animals, etc). Our

adoption sites at Petco, Petsmart and Discount pet Food have been increased to every Saturday and at least two Sundays a month at Petco and one at Petsmart.

Our web site adoptions have increased 75% (five years ago only a few cats and dogs were adopted through the web site; now, over 50% of the dog adoptions are through the web site and at least 15% of the cat adoptions are through the web site). AFCHS has its own web site, which is in the process of being upgraded. Our dog and cats pages are updated almost daily as well as petfinder.com, which is also kept current. Due to our petfinder.com site, people from other states are coming to adopt our dogs and from surrounding areas to adopt our cats.

Much progress was made on the AFCHS web site. We now have our newsletter available to read, fundraisers are listed and we have two donor buttons available to accept donations. PayPal has the capability for AFCHS to take credit cards for adoptions & on-line ticket sales. Links are also available for donations from Barnes & Nobles and Amazon on our website.

Dog and cat foster homes have increased over the life of the MF grant. There are over 125 cats in foster care and approximately 50 dogs. Many more cats and dogs are in what we call "rescue homes" - individuals who found a lost or abandoned animal and agreed to care for it until a home was found. We provide medical care, and in some cases food, until the dog or cat is adopted. Our "shelter pulls" have increased in Lodi and have saved 1,316 lives over the life of the grant.

AFCHS has grown from an all-volunteer organization to having a paid Executive Director, hotline coordinator and a couple of part time kennel workers. We also have a part time veterinary technician to help care for the cats in our cat sanctuary and to continue our shelter pulls. We also have a paid bookkeeper. We have had our challenges in this area, but we are now moving forward. Since we have more staff we have been able to do better record keeping and transferring of records to adopted parents and history records for veterinarians. AFCHS now has over 200 volunteers. The Staff and Board of Directors established human resource policies and procedures and sought the advice of community professionals to help set up an endowment. A Planned Giving brochure was also created.

The "Animal Friends of Tokay High School Club" has achieved much growth this year with over 20 members. They help with fund raising, special events and clean-up, and painting projects at the Cat Sanctuary. AFCHS mentored three students for their senior projects in the 2004-2005 school year, and in 2005-2006 four students were mentored (projects needed by the students for graduation requirements in our area). Local schools send their students to AFCHS for helping with required volunteer hours. There are currently over a dozen Tokay High students helping at the Cat Sanctuary weekly as well as grammar school kids.

We now have five successful fundraising events, as compared to the one that existed when Maddie's® Project first started. We started a Bowl for Pets, which is held in April, and a Jog A Dog in May. Our Garden Tour is held in June and the Fiesta in August. We also have a Wine 'n Dine FURR BALL held in February. Fundraising methods were also improved through the creation of a donor database and annual fundraising events.

The AFCHS volunteer opportunities brochure has been updated and an AFCHS general information brochure was designed and created. Also initiated were a planned giving donation program with an accompanying brochure, and an endowment fund program. Our new Fund development committee has also been working on a capital campaign. We also recently created a new logo for our letterhead.

Car donation and ink cartridge donation programs were implemented and are successfully bringing in regular donations. The local United Way campaign donations have increased from slightly over \$1,000 per year to currently over \$10,000 per year. A new database for members, volunteers, donors, and fund raising events has been established and is currently maintained. Due to the new database over five hundred more people are receiving our quarterly newsletter. Once the database was developed we were more easily able to list all our donors, so we began a donor page in our local paper, The Lodi New Sentinel, several times yearly to give people recognition.

We have traps that we loan out to the public for TNR and offer advice and classes about feral cats. We continue to help the public with low-cost, and at times no-cost, spay and neuter. AFCHS initiated "SJAC"; San Joaquin Animal Coalition, which consists of multiple agencies in San Joaquin County, dedicated to education and spay/neuter. AFCHS has also received another grant for spaying and neutering, beginning in 2005, which is still active.

Modifications/remodeling of the Cat Sanctuary/Office building and grounds are ongoing for the safety and well being of our animals. The current project is the enclosure of the back yard of the property for the safe showing of our adoptable dogs. And the training of our expanded Therapy dogs program. This will also help to create both a more people and dog friendly adoption environment. An Eagle Scout also took us in as a project and is in the final stage of bringing in a donated boxcar, which will hold our donated dog and cat food as well as our equipment securely.

The Therapy Dogs program has grown rapidly with people in other counties now traveling to Lodi for the twice-yearly training. AFCHS believes that the human animal bond should be nurtured as a part of improving the lives of both people and animals. Our Therapy Dog's program usage has expanded beyond hospitals and nursing homes; the dogs now participate at many of our events and are taken to classrooms. With that we have started a Reading with Rover program, with Lodi Middle School as our pilot program. Several dogs are currently in additional training.

An isolation building was added for the 'quarantining' of new cats before they are welcomed into the Cat Sanctuary. This is an important addition utilized to ensure the health of our Cat Sanctuary population. It is used also to ensure our new cats health and allows them to be treated with current vaccinations and other necessary medical procedures.

AFCHS has partnered with other organizations over the last five years including the California Teachers Association, Lodi Education Association, Friends of the Library, Friends of Lodi Lake, Lodi Parks and Recreation, Micke Grove Zoo and Stockton Animal Shelter Friends. AFCHS has been directly involved with several city task forces including the City of Lodi Animal Services and the City of Stockton Animal Services in our ongoing effort to work other agencies to create no-kill cities. We offer our educational/program classes in Stockton as well as Lodi. In our partnership with the Zoo we have much needed information in a Kiosk about adopting dogs and cats for pets versus exotic animals not meant to be pets.

Volunteers and Staff have designed the AFCHS cat and dog adoption educational booklets replacing our outdated flyers. These education booklets

provide much needed information regarding bringing a new pet home. This is given to each AFCHS adopter, as well as many other new pet guardians in need of a little pet education. The dog booklet has been used as a model by "In Defense of Animals" and has been distributed by them to over 1000 organizations in the United States.

Our number of outreach programs has increased: the RV & Boat Show, Marina Village West Boat Show, Washington Mutual, HSA, Downtown Lodi events Farmers market, Halloween parade, Volkswagen show, Stockton's Recycling event, participation in Lodi's Celebration on Central, Lodi Boys and Girls Club, Lodi Street Fair and School carnivals.

Much has been done over the past five years, and our hard work has paid off with an adoption guarantee for all healthy shelter dogs and cats in Lodi! And, AFCHS has received several awards from the City of Lodi for helping the local community.

Sincerely,

Patricia Sherman, President  
Animal Friends Connection Humane Society