



The Pet Rescue Foundation

Maddie's Fund[®]
Community Grants Program

Maddie's[®] Pet Rescue Project in Maricopa County, AZ
Year Six, Annual Report

Part I: Project Information

YEAR SIX PROJECT

Project Title: Maddie's[®] Pet Rescue Project in Maricopa County, AZ

Date of Submission: August 12, 2009

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NAME OF LEAD AGENCY: Arizona Animal Welfare League

TARGET COMMUNITY: Maricopa County, Arizona

HUMAN POPULATION OF TARGET COMMUNITY: 3,907,492 (July 1, 2007 EST.)

PARTICIPATING GROUPS IN THE PROJECT

Below, find the total number of groups participating in Year Six of the project.

Type of Organization	Number of Participants
Animal Control Shelters (AC)	1
Traditional Shelter (TR)	1
Adoption Guarantee Organizations (AGO)	8

Listed below are the names of the participating organizations.

Name of Participating Groups
Animal Control Shelter
Maricopa County Animal Care and Control (AC&C)
Traditional Shelter
Arizona Humane Society (AHS)
Adoption Guarantee Organizations
Almost Home Az Boxer Rescue (ALMOST HOME)
Animal Rescue Center (ARC), as of June 2005
Arizona Animal Rescue & Sanctuary (AZARS)
Arizona Animal Welfare League (AAWL)
Foothills Animal Rescue (FAR)
Helping Animals Live On (HALO)
SOAR (formerly named Second Chance)
Sun Valley Animal Shelter (SVAR) (formerly named SCAR)

THE YEAR SIX GOALS OF MARICOPA COUNTY

1. Increase the number of dogs and cats adopted by members of the public from participating Adoption Guarantee Organizations by at least 6,717, above the baseline number of 2,951, to achieve a one-year total of not less than 9, 668 adoptions county-wide.
2. Increase the total number of dogs and cats adopted by members of the public from Maricopa County Animal Care & Control, Arizona Humane Society and all participating Adoption Guarantee Organizations by at least 6,717, above the baseline number of 33,570, to achieve a one-year total of not less than 40,287 adoptions county-wide.
3. Decrease the number of healthy dogs and cats euthanized by Maricopa County Animal Care & Control, Arizona Humane Society and all participating Adoption Guarantee Organizations by at least 5,706 below the baseline number of 5,706, to achieve a one-year total of not more than 0 healthy dogs and cats euthanized county-wide.
4. Decrease the number of treatable dogs and cats euthanized by Maricopa County Animal Care & Control, Arizona Humane Society and all participating Adoption Guarantee Organizations by at least 1,011 below the baseline number of 21,959, to achieve a one-year total of not more than 20,948 treatable dogs and cats euthanized county-wide.
5. Decrease the number of dogs and cats euthanized by Maricopa County Animal Care & Control, Arizona Humane Society and all participating Adoption Guarantee Organizations by at least 6,717, below the baseline number of 59,233, to achieve a one-year total of not more than 52,516 dogs and cats euthanized county-wide.
6. Set aside as restricted funds in a separate bank account a total of at least \$500,000 to be used to sustain Maddie's® Project in future years after Phase IV.

Part II: Goal Attainment & Statistical Analysis

YEAR SIX OVERVIEW

	Baseline Year Adjusted for Yr 6	Year 6		Total Goal	% of Goal
Intake at MCACC	60,589	57,025	-3,564	-	-
Intake at AHS	42,694	37,426	-5,268	-	-
Public Intake - AGO	2,962	3,713	726	-	-
Total Intake	106,245	98,164	-8,106	-	-
Adoptions – MCACC	16,245	13,209	-3,036	16,245	81%
Adoptions – AHS	14,374	11,821	-2,553	14,373	82%
Adoptions - AGO	2,951	7,094	4,143	9,668	73%
Total Adoptions	33,570	32,134	-1,436	40,286	80%
Healthy Euthanasia	5,706	0	-5,706	0	100%
Treatable Euthanasia	21,959	17,592	-4,367	20,948	119%
Total Euthanasia	59,233	53,945	-5,288	52,516	97%

Public intakes at Maricopa County shelters have decreased since baseline year by 8,081 animals or nearly 7.5%. Intakes have decreased since last year by 652 animals. Total adoptions have decreased since baseline year by 4% or 1,434 animals. We missed our annual adoption goal by 8,162 animals making only 80% of our total goal. Yet, our total adoptions have increased since last year by 9%, 2,693 more animals found their forever homes this year. AHS & MCACC transfers to Maddie's Partners have increased by 4,275 animals or 560% since baseline year. Maricopa County shelters have been able to guarantee every healthy dog and cat a home. No healthy dog or cat has been euthanized since October 30, 2005.

INTAKE

Agency	BL	Year 6 Public Intake	BL Intake from AC&C and AHS	Year 6 Intake from AC&C and AHS	BL Total Intake	Year 6 Total Intake	% Increase/Decrease
ALMOST HOME	0	20	0	113	0	133	-
ARC	0	302	0	190	0	493	-
AZARS	0	317	0	98	0	416	-
AAWL	1,230	610	649	1,441	1,879	2,052	8%
FAR	294	571	0	156	294	727	60%
HALO	370	727	72	1,573	442	2,309	81%
SOAR	628	838	42	63	670	901	26%
SVAS	465	328	0	402	465	730	36%
TOTAL AG	2,987	3,713	763	4,036	3,750	7,761	52%
AC&C	60,589	57,025	-	-	60,589	57,033	-6%
AHS	42,694	37,426	0	669	42,694	38,095	-12%
TOTAL ALL AGENCIES	106,270	98,164	763	4,705	107,033	102,889	-4%

The Project's intakes for Year Six were 98,164 a decrease of 682 animals when compared to Year Five and a decrease of nearly 8% or 8,136 animals since baseline year.

Though our intakes did decrease when compared to Year Five, intakes at Maricopa County Animal Care and Control (MCACC) did increase by 3,506 animals or 6.5%. With the opening of their new facility in the West valley this past year and the media coverage associated they have seen their intakes increase as the general public surrenders their animals there with the hopes that they will have a greater chance of being adopted. Another attributing factor to the increase in intakes at MCACC has been the state of affairs with our current economy. With foreclosures and unemployment on the rise, people who otherwise during normal circumstances would have never thought of surrendering their pets have been placed in such precarious situations where the only option and what is in the best interest of their animal is if they do.

What we also have seen is a change in the types of animals entering Maricopa County shelters since baseline year. We have observed a decrease in the number of Healthy animals coming in, but an increase in the number of Treatables and Unhealthy & Untreatable animals entering the animal welfare system in Maricopa County. With increased awareness and resources available to the general public, animals that would have been previously surrendered are staying in their homes.

EUTHANASIA

Euthanasia	BL	Goal Year 6	Actual Year 6	% Increase/Decrease	% of Goal
Healthy	5,706	0	0	100%	100%
Treatable-Manageable	-	-	8,489	-	-
Treatable-Rehabilitatable	-	-	9,103	-	-
<i>All Treatable</i>	<i>21,959</i>	<i>20,948</i>	<i>17,592</i>	<i>-20%</i>	<i>119%</i>
Unhealthy & Untreatable	31,568	-	36,353	15%	-
TOTAL EUTHANASIA	59,233	52,516	53,945	-9%	97.35%

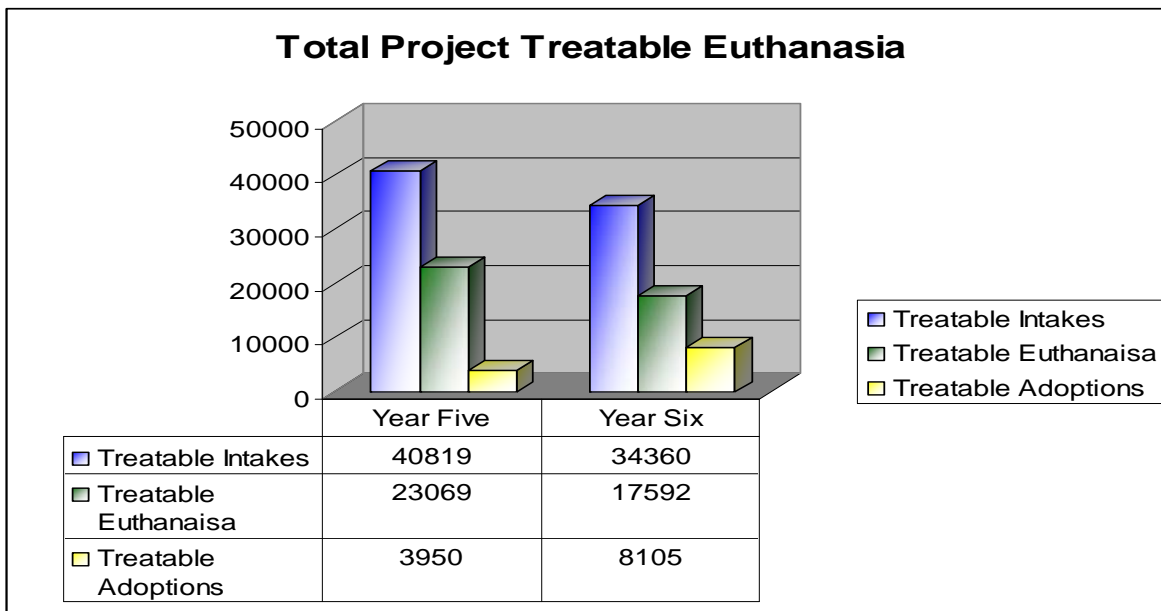
Our Project was not able to meet our total euthanasia goal of 52,516 by 1,429 animals. However we were able to meet our Treatable euthanasia goal of 20,948. In fact we euthanized 3,356 less Treatable animals than our Year Six goal of 20,948, increasing our live release rate from 42.5% in Year Five to nearly 46% in Year Six. As a community we were able to decrease the number of Treatable dogs and cats euthanized in Maricopa County through various life saving efforts; (1) An increase in mobile adoption events held throughout the valley. (2) An increase in foster homes –which allowed our Partners to treat a larger amount of conditions. (3) MCACC was able to secure three full-time veterinarians, previously they were shorthanded for quite sometime as they only had one full time veterinarian on staff. (4) Two newly developed programs launched at the Humane Society focused specifically on kennel enrichment and “shelter time-outs.” (5) Grand opening of MCACC’s new state of the art Westside facility.

The Arizona Humane Society was able to decrease their number of Treatable animals euthanized by 25% or 1,847 animals from Year Five and by 34.5% or 2,376 animals since baseline year. They were able to adopt 41.5% of the Treatable animals that entered their shelters in Year Six compared to 26% in Year Five. With an increased foster base thanks to pro-active marketing and an organizational foster culture with newly designed programs specifically targeted toward the Treatable population they were able to save 51% of their Treatables when compared to Year Five’s 33%, increasing their live release rate from 34% in Year Five to nearly 42% in Year Six.

The AHS launched an advocacy program within their shelter designed specifically for animals that do not thrive in a kennel environment. These animals thus stay in their kennels as possible; instead they are greeting visitors at the front desk, staying in offices, or romping around in the play yards. The SAFE program (Saving Adoptables from Euthanasia) is foster based, animals that need a break from the shelter environment stay with a foster family which act as ambassadors for the dog or cat and assist in finding their forever homes.

Maricopa County Animal Care and Control decreased their Treatable euthanasia by 23% or 3,630 animals when compared to Year Five and by 27.5% or 1,991 animals since baseline year. They increased their number of Treatable animals adopted through their facilities by 3,289 animals or 260% when compared to Year Five! They were able to save 35.5% of the Treatable dogs and cats that entered their shelter in Year Six when compared to 21.5% in Year Five.

With three full-time veterinarians on staff and an increased foster base MCACC was able to treat conditions and more Treatable animals previously not feasible. With weekly mobile adoption events held throughout various parts of the community, the grand opening of their new facility in the West valley and increased media coverage MCACC was able to increase its live release rate from 44% in Year Five to nearly 46% in Year Six.



ADOPTIONS

Adoptions	BL	Year 6 AB Goal	Year 6 AB Actual	Year 6 Total Goal	Year 6 Total Actual	% of Goal
ALMOST HOME	0	139	111	139	111	79.86%
ARC	0	950	480	950	480	50.53%
AZARS	0	753	397	753	397	52.72%
AAWL	1,212	906	612	2,118	1,824	86.12%
FAR	316	562	313	878	629	71.64%
HALO	453	2,229	1,614	2,682	2,067	77.07%
SOAR	505	734	373	1,239	878	70.86%
SVAS	465	444	243	909	708	77.89%
TOTAL AG	2,951	6,717	4,143	9,668	7,094	73.38%
MCACC	16,245	-	-3,036	16,245	13,209	81.31%
AHS	14,374	-	-2,552	14,374	11,821	82.24%
ALL AGENCIES	33,569	6,717	-1,445	40,287	32,124	79.74%

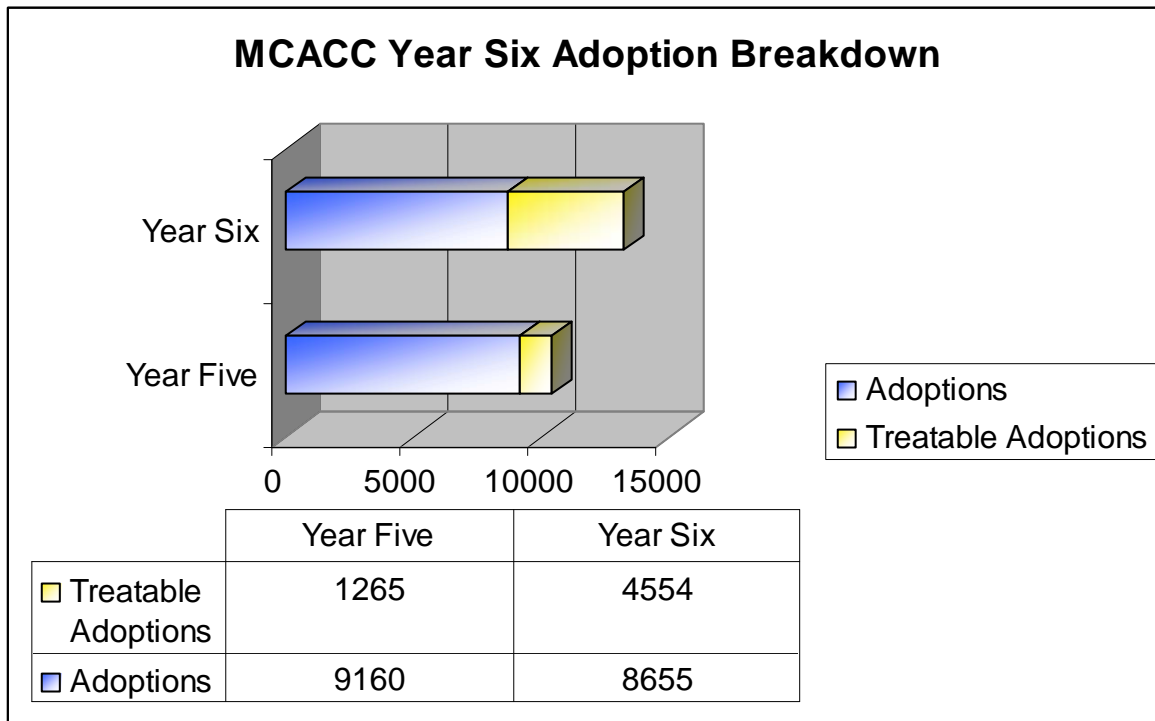
Unfortunately, we did not achieve our goal of 40,286 adoptions by 8,082 animals. Although, we were only under our baseline by 1,365 animals, in Year Five we were below our baseline adoption number by 3,823 animals. Since Year Five our adoption figures have increased by 9%. We were able to place 2,751 more animals into their forever homes. Our increase in adoptions since Year Five can be largely attributed to MCACC's own increase in adoptions by 2,784 animals or nearly 27%!

Throughout Year Six, a number of our AG Partners dealt with organizational change, loss of staff, fewer foster homes, and some key volunteer turnover (which is quite significant for a few of our Partners who solely run through volunteer efforts alone). Thus, the AG Partners did not meet their AB adoption goal of 6,717 by 2,553 animals. Though AAWL was not able to meet their Year Six AB adoption goal, they were able to increase their total adoptions from Year Five by 275 animals or nearly 18%! With extended weekend adoption hours, increased attendance at adoption events, a re-designed website focused on interactivity, and an increase in intakes since Year Five by 345 animals or 20% AAWL's adoptions have flourished.

With Year Five of the Project being one of their most successful years in their history, HALO has seen their adoption figures decrease since then by 193 animals or 8.5%. As their Treatable intakes increased throughout Year Six when compared to Year Five by 182 animals or nearly 19% and with Treatables requiring a greater length of stay then Healthy animals HALO’s adoptions have decreased when compared to Year Five.

In Year Six MCACC’s adoptions soared throughout the year. With a brand new state of the art facility opening in the west side of the valley, increased mobile adoption events every week, three full-time veterinarians on staff, an expanded foster base, and more off-site Petco locations MCACC saw a 27% increase in their adoption numbers. With more fosters being able to treat a greater variety of conditions and three full-time veterinarians to oversee the well being of those animals MCACC saw an increase in their Treatable adoption numbers since Year Five by 3,289 animals or 260%!

While AHS’s adoptions have decreased since Year Five by 241 animals or 2%, in Q4 of Year Six their adoptions did surpass their Q4 Year Five figures by 275 animals or 10%. By reducing their adoption fees, providing monthly adoption specials, enhancing their website to make it more user-friendly, providing more photogenic pictures of animals, and supplying a greater amount of information about the animal on their kennel cards for potential adopters they hope to see their adoptions continue to increase in the coming year.



Part III: Programs & Services

ADOPTION SUBSIDIES

Agency	AB Goal	AB Actual	Above Goal Actual	Adoption Subsidies from AC&C (\$170)	Adoption Subsidies from Public (\$34)	Total Adoptions Paid
ALMOST HOME	139	111	0	\$15,980	\$578	\$16,558
ARC	950	480	0	\$34,000	\$9,520	\$43,520
AZARS	753	397	0	\$15,130	\$10,472	\$25,602
AAWL	906	612	0	\$104,040	\$0	\$104,040
FAR	562	313	0	\$15,130	\$7,616	\$22,746
HALO	2,229	1,614	0	\$237,660	\$7,344	\$245,004
SOAR	734	373	0	\$13,430	9,996	\$23,426
SVAS	444	243	0	\$41,310	\$0	\$41,310
AG TOTAL	6,717	4,143	0	\$476,680	\$45,526	\$522,274
MCACC	10,425	13,209	0	\$0	\$94,656	\$94,656
TOTAL	6,717	4,143	0	\$476,680	\$140,182	\$616,862

The primary resource that Maddie's[®] Fund provides to the partners to help increase their above-baseline adoptions is funding in the form of adoption subsidies. In Year Six, the Pet Rescue Project AG partners received \$522,274 in adoption subsidies for 4,143 above baseline adoptions. MCACC received \$94,656 in adoption subsidies for 2,784 adoptions above their Year Five adoption level. 91% of subsidies paid to the AG partners were for adoptions of animals transferred from AC&C and AHS. A description of how the AG partners used their AB subsidies is described in the Individual Adoption Strategies section beginning on page 13.

FOSTER HOME RECRUITMENT

ORGANIZATION	NUMBERS AS OF NOVEMBER 1, 2007	ADDITIONAL FOSTER HOME YEAR SIX GOAL	NUMBER OF FOSTERS AS OF OCTOBER 31, 2008
Almost Home Az Boxer Rescue	12	4	8
Animal Rescue Center	71	7	72
Arizona Animal Rescue & Sanctuary	25	5	8
Arizona Animal Welfare League	55	18	55
Arizona Humane Society	462	25	610
Foothills Animal Rescue	50	15	50
Helping Animals Live On	10	5	27
Maricopa County Animal Care & Control	244	6	399
SOAR	N/A	5	N/A
Sun Valley Animal Shelter	8	10	8
TOTAL	937	100	1,237

Almost Home Az Boxer Rescue

We have 8 full-time foster homes. Our foster home base decreased due to foster homes adopting and having to stop fostering due to being 'maxed out'. Having foster homes helps us take treatables that need extra TLC with medical or behavioral attention.

Arizona Animal Welfare League

We have approximately 55 foster families. We saw a slight increase in foster families after an article was written in the local newspaper about the need for help.

Almost 95% of our foster families lend their home to nursing moms with underage/underweight kittens. This is incredibly important for us since we are part of the community with the largest free-roaming cat population in the country.

Arizona Humane Society

610 foster homes have fostered animals for us this past year. The number of animals going to foster has increased by 990 animals or 33% calendar YTD. We attribute the increase to a continued proactive and enthusiastic commitment on behalf of Volunteer Services, Alternative Placement, and Marketing to spread the word about the *direct life-saving impact* of fostering, as well as a continuous drive to make our culture *a culture of fostering*, so that shelter volunteers continue to take on fostering in addition to their shelter service at an increased rate. Part of the culture of fostering is to talk about fostering as a *life-saving lifestyle*. We have also created a separate entrance for our foster parents so that they do not have to enter through our Admissions lobby. We have also been working with hospital services to expedite the wait times for our foster parents to be seen by our veterinarians.

Foothills Animal Rescue

Our foster base has kept steady at around 50 foster homes at any given time. We have asked several fosters to discontinue working with us and have trained new fosters.

Our fosters know and appreciate that the type of animals we intake do have some issues, so for the most part they're open to fostering more than just the Treatables- but also the Unhealthy & Untreatable animals. We have truly focused this year on animals with special needs and we intend to increase our capacity to continue to treat such animals in the future.

Helping Animals Live On

We currently have 16 foster homes for cats and 11 foster homes for dogs.

I believe with the economy and people's uncertainty in their future this has caused us to see a decrease in the amount of foster homes. It is a huge commitment and people have a hard time making this kind of commitment during hard economic times.

By taking animals into their home for fostering, space is being freed to bring in more animals. Foster families are also taking in animals that need foster homes for longer periods of time due to health or behavioral issues. Thus, giving the animals with health or behavioral issues the time they need to find homes and the animals at the shelters a place with us that would have otherwise been occupied indefinitely.

Maricopa County Animal Care & Control

Our Foster base increased, we have developed foster brochures to give out at off-site events, to give to customers in each of our facilities to help increase our foster home base. This has helped to contribute to increasing our foster base and keeping an adequate number of foster caregivers through out the year to manage our need for foster homes depending on our low intake and high intake months.

With the increase of our foster base, it has allowed us to treat more treatable animals in having different foster caregivers that are willing to treat all types of animals. Foster home's work with our veterinarian's to be able to treat short and long term animals, where in the past our foster base was small and we were limited to what we sent to foster. We have currently three veterinarians where in the past we only had one. This has also contributed to the what we can treat in house and treat in our foster homes.

Sun Valley Animal Shelter

On October 31, 2008 we had 8 dependable foster homes. A couple of the fosters leave Arizona for the summer. Since last October, our foster home base has stayed about the same. The foster homes that we have will take in moms and babies, or just underage pups/kittens without the mom, and I have one foster that will do a litter of bottle babies. If some of our dogs need a break from the shelter, we have 2 fosters that will take them home for a weekend or for the week and return them on the weekend. We don't have any foster homes that will take in behavior problems. Since most of our fosters have animals in their homes, they aren't very willing to take home animals that have contagious medical problems. There have been occasions that, if we have had a dog that needed surgery and had a long recovery time, the vet techs at the vet office will take the animal home until it is ready to be returned to the shelter.

ADOPTION EVENTS

COALITION EVENTS

NAME OF EVENT	MADDIE'S PARTNERS ACTUAL	ADOPTION GOAL	ADOPTION ACTUAL
Walk to Save Animals (AAWL only)	1	2	-
Heart 2 Heart Petapalooza	2	4	6
DC Ranch Adoption Event	3	6	9
Franciscan Renewal -Spring	4	8	13
Franciscan Renewal -Fall	3	6	27
Total	13	26	55

The above chart lists the events Maddie's Projects asked the Partners to attend. Unlisted events include Paws Fur Spring, AZ Pet Fest, and Moonlight Muttiness and Meow, an MCACC only event which was not held this year. The Partners were not able to attend the Paws Fur Spring or the AZ Pet Fest events this past year. With lack of transportation and not enough staff and volunteers available to cover the events, some of our Partners were unable to participate. Partners hope to address these needs and plan on working to resolve them in the coming year.

PARTNER INITIATED EVENTS

NAME OF EVENT	MADDIE'S PARTNERS ACTUAL	ADOPTION ACTUAL
Superstition Harley Davidson – Adoption event	1	2
Stone Oaks Apartments – Adoption event	1	2
Paseo Apartments – Adoption event	1	2
Petutopia – Adoption event	1	2
10 PetSmart adoption events	1	0
HERO Awards	1	2
Pet Telethon	1	133
Shelter Open House	1	7
Sun Cities Pet Club	1	0
True Love Adoption Day	1	2
Pebble Creek	1	0
Adopt-a-Thon in Anthem	3	13
Sixth Annual Bow Wow Pow Wow	1	2
Mesa Riverview Mall Adopt-a-Thon	1	2
Albertson's Adoption Event	1	2
Petco Adoption Event	1	2
Pete and Macs Adoption Event	1	0
Barkery, Inc Adoption Event	1	0
Petco Invitational Event	1	1
Best Friends Adoption Event	1	3
Pet-O-Palooza Event	1	8
Foothills Adoption Event	1	4
Paws Around the Fountain	1	0
Whole Foods Adoption Event	1	0
TOTAL	26	189

The above chart lists all the events (adoption and non-adoption) that the Partners attended in Year 6. The below sections were broken down by each Partner. Each section lists the events the Partner attended as well as a narrative from the Partners themselves. The narratives will give short summaries of the events as well as insights for what worked for them, what didn't, and what they would have done differently.

Almost Home Az Boxer Rescue

While we do not hold on-site adoptions, we average about 2 adoptions per event from those that return an application from attending the event. Our goal is to educate the public about breed-rescue, spay/neuter and to adopt over buying. These events are successful as we do not have a shelter to view our animals. Adoption events allow the public to see what rescues we have available for adoption.

Arizona Animal Welfare League & SPCA

- Superstition Harley Davidson – Adoption event
- Stone Oaks Apartments – Adoption event
- Paseo Apartments – Adoption event
- Petutopia – Adoption event
- 10 PetSmart adoption events
- 2 PACC 911 events

We average 1-2 adoptions per adoption event with the exception of the PetSmart events. Those do not tend to yield any on site adoptions. Often times, potential adopters will find their way to the shelter because they saw our agency at the retail location.

Our goal is to adopt animals but we are aware that this is not the pattern. Our secondary goal is to raise awareness about the importance of adopting and the benefits of choosing a homeless animal as a pet. Having this secondary goal makes all events feel successful. Otherwise, they would be considered unsuccessful.

There are not a lot of things that we can do differently. We choose animals we feel need the event to increase their opportunity for adoption, we send qualified volunteers, and we are prepared with organizational information and materials. These events are often not marketed well within the community which equals fewer potential adopters participating.

Foothills Animal Rescue

FAR has had a year of change and growth. We have asked volunteers that have been very involved to leave due to our new standards. We are trying to ensure that all fosters have a home visit and approval before fostering and while we did this we asked several folks to discontinue their work with us.

One of our most involved fosters was asked to leave. She had been the person coordinating any special events or PACC911 events. We have just found a new volunteer that will be focusing on a relationship and events with PACC911 in 2009.

Thus, we have only participated in local Cave Creek festivities and our weekly adoptions at local venues.

Helping Animals Live On

We attended the Franciscan Renewal event in October 2008. We did not bring any animals with us, we were offering microchips and information about HALO. Our goal was to microchip people's pets and to give out info on HALO; we microchipped 12 pets that day, a moderate success. We'd like PACC911 to advertise the microchipping more than they do and we should have done a better job advertising it.

We attend the 7th avenue and Bell PetSmart store event Saturday and Sunday with dogs and have our cats there 7 days a week. This location is slowing down in adoptions because the Wal-Mart that was there has now closed down. The store is moving in 2009 so hopefully that will help the adoption business at the location.

We attend the Mayo and Scottsdale Road PetSmart every Saturday. As I mentioned above, this location is not very productive and we will likely not continue this location in 2009 to focus on increasing our adoptions at our shelter location.

Sun Valley Animal Shelter

- May 1, 2008: Shelter Open House: adoption/informational event-we had 4 cats and 3 dogs adopted. Our goal was to get our name and location out to the public. Event was successful and people came in later and adopted some animals that they saw here. We would probably advertise more in the future.
- June 12, 2008: Attended Glendale Chamber of Commerce Biz to Biz Expo. Our goal was to pass along information about our shelter. People came in after the event and we got a couple of new volunteers. We decided that at the next event maybe we should have something to raffle off.
- August 16, 2008: Business Mixer at Arrowhead Landing Apartments: Our goal was to pass along information about our shelter.
- August 19, 2008: Small business mixer at Luke AFB for the Officer's Wives Club. Our goal was to pass along information about our shelter. Very few people visited any of the business's tables. Probably won't go again.
- August 28, 2008: West Valley Chamber of Commerce Biz to Biz Expo. Our goal was to pass along information about our shelter. Very successful. Ruffled off a jar full of candy that also had a gift card with it.
- September 29, 2008: One of the board members gave presentation about our shelter to the International Rotary Club. Hard to measure success, even though we did get a volunteer out of it. Would have been nice to have a power point presentation (working on getting the equipment for that).
- October 7, 2008: Gave a presentation to the Pebble Creek Pet Companion Club. Goal was to pass along information about our shelter. Hard to measure success. Again, it would have been nice to present a power point presentation.

Partner Adoption Strategies

ALMOST HOME

Total Adoption Goal: 139 Total Adoption Performance: 111

We advertise our adoption events through our website and other media. If the public doesn't know where we'll be, the public cannot see our dogs face to face. Although we have an extensive screening process and do not do on site adoptions, some people would rather meet the dog first before filling out an application. Seeing a pet in person is different than seeing a picture. Some pets that don't photograph well (especially older dogs with grey faces) can get looked over from a picture. But a personality says a lot more than a picture does!

We have saved our adoption subsidies to be used during future years of the Project.

ARC

Total Adoption Goal: 950 Total Adoption Performance: 480

In the past year ARC lost some of their staff; they have seen their foster base decrease and with not enough staff to care of the animals they have had to intake fewer animals which has had an impact on their number of adoptions. With fewer animals up for adoption, but filled to capacity ARC's adoption numbers have remained relatively stable throughout the year. They are working to remedy these circumstances by concentrating on increasing their foster base and fundraising efforts.

We used our subsidies for staffing, medical & shelter supplies, general operating supplies, advertising & printing.

AZARS

Total Adoption Goal: 753 Total Adoption Performance: 369

When AzARS Cat Coordinator decided to leave, key cat fosters and volunteers left with her. The majority of total intakes and adoptions for AzARS were directly attributed to the cat side of operations. AzARS also lost one of their largest cat fosters due to inappropriate care of animals within the home. AzARS hopes to restructure their cat program and increase their volunteer base to once again achieve the successes it had in the not so distant past.

Our subsidies went towards a kennel with fencing and veterinary expenses.

AAWL

Total Adoption Goal: 2,118 Total Adoption Performance: 1,824

One strategy we utilized to increase our adoptions was lowering our adoption fees. We found that adoption fees had little effect on the overall decision to adopt. It seems that once the connection with an animal was made, the cost was inconsequential. However, we continue to run "specials", such as, 2 for 1 kittens or 50% off black cats in order to try and encourage multiple adoptions. This technique is especially helpful with the "harder to place" animals.

In light of the gained knowledge about adoption fees and their relationship to adoption decisions, we ultimately decided to raise our adoption fees. This was made for a number of reasons. In these difficult and uncertain economic times, we are becoming more reliant on our adoption fees for operating revenue. Secondly, we are trying to raise the status of the animals adopted in shelters. We still use value-added sales techniques by mentioning the items "included" with adoption – spay/neuter, vaccines, behavior consult, etc.

Our adoption subsidies are used to grow our adoption program. We have 2 full time and 1 part time outreach adoption centers and have increased our adoptions since last year. We have been able to offer better training to our staff and volunteers. We also can help more treatable animals by having the opportunity to provide advanced medical care that may otherwise be outside our reach financially.

FAR

Total Adoption Goal: 878 Total Adoption Performance: 688

Throughout the year we have increased the number of adoption sites we attend. We determine whether an adoption venue is productive or not for us by evaluating the success we have had within that site in a 2-3 month period before we search for a more effective venue. We advertise our locations on PetFinder, 1-800-save-a-pet, the FAR website, Sonoran Tails, Craig's List, Kijiji, Backpage, and any other local place that provides free advertisement.

With the economy now in recession, we have seen our adoptions negatively impacted. This only stands to reason; we are diligent in placing our animals in homes that are stable and have open communication with FAR for follow up.

Our adoption subsidies have been saved to be used during future years of the Project.

HALO

Total Adoption Goal: 2,682 Total Adoption Performance: 2,067

- We have decreased adoption fees on certain animals-this always seems to have ho-hum success. We will still likely have these reductions in fees from time to time to help move animals and to be able to use it as an eye catcher in the PetSmart stores and to use it as a marketing tool in press releases.
- We have tried two for one specials-these have never been successful for us. It seems as if folks want two they'll pay for two, and if they don't want two, they won't take two even if the 2nd one is free. Not sure there is anything to do differently in a 2 for 1 other than not have it or try to think of a catchier name for it.
- We go on KOOL 94.5FM once a month with a dog of the week-this has been somewhat successful in adopting the particular animal we've taken to the studio. Regardless of the success of the adoption of that particular dog, the recurrent exposure is important for us in getting name recognition so we will continue to do this.
- We added a 2nd PetSmart location with dogs on Saturdays-this location has only produced about 5 dog adoptions per month. With our shelter location now open, we're considering not having dog adoptions at this location anymore as it is quite a distance from our shelter and makes our population of dogs at our shelter on Saturdays pretty slim with us providing dogs to another PetSmart location already.
- We obtained a shelter location-This has helped increase our adoptions, especially for our dogs. We've adopted approximately 140 from our shelter location since we moved in late July 2008. We would definitely not do anything different as far as obtaining a shelter! We're so pleased to have it.

We have utilized our adoption subsidies for staffing, medical care and supplies for animals, staff training, and sustainability training.

SOAR

Total Adoption Goal: 1239 Total Adoption Performance: 891

SOAR has seen their numbers of adoptions decrease slightly since last year by 87 animals or 10%. SOAR is concentrating its efforts on public intakes at this point. Unfortunately, they have a difficult time transferring animals from MCACC. They do not have enough people with favorable schedules to drive down to MCACC to choose and pick up the animals. Their MCACC intakes have dropped by 138 animals or 219%. As their intakes have decreased their numbers of adoptions have as well. With their website launched in May 2008 SOAR hopes the site traffic will increase their adoptions as well as potentially provide them with an individual(s) who are able to select and transport animals from MCACC to foster.

SVAS

Total Adoption Goal: 909 Total Adoption Performance: 708

- Open house for the public in May: a lot of visitors came through the shelter; got our name out to people who never knew we were here; would probably advertise the event more.

- Attended more events: people have come in from the events and adopted.
- Spoke to groups: people have come in and adopted and signed up for volunteering.
- Designed a new website: we get a lot of calls about the animals on our website.
- Changed some adoption policies and qualifications: loosened up a little on qualifications for adopting; still weighing pros and cons.
- Found a grooming school that will groom our dogs/cats for free: our animals are clean and groomed making them more presentable to potential adopters; seems to work well.
- The cat prices were reduced: works well.
- Ongoing: Have had volunteer dog trainers teach our dogs basic commands.
- Ongoing: Member of the Glendale Chamber of Commerce for networking purposes.
 - Ongoing: The West Valley View comes every week and does a Pet of the Week for the newspaper.
- Ongoing: The Pet Showcase is on Glendale Channel 11. We tape once a month.

We used the adoption subsidy monies to pay for adoption counselors.

MCACC

Baseline: 16,245

Total Adoption Performance: 13,029

We have increased our cat adoptions to two more Petco locations; we have three Petco stores; plus the Gilbert Petco location. This has helped us to increase our adoptions. We started booking our Mobile Off Site Bus to run five days a week, which has helped us to increase our adoptions instead of three days a week in the community. We have been booking more than one event, which gets our animals that are available for adoption out into the community which has helped us to increase our adoptions.

We used the subsidy monies towards the implementation of another mobile adoption bus to further increase our number of offsite adoptions.

AHS

Baseline: 14,374

Total Adoption Performance: 11,821

Our adoptions have increased 3% calendar YTD. We attribute this increase to changing our hours of adoptions this summer to 7 days per week and being open later to accommodate adopters who work. Our webmaster has made our website more user friendly and she has directly promoted our “lonely hearts” animals on line. We are also updating the pictures of our animals once they are available for adoption, since the first pictures taken are immediately upon intake and they may not be so photogenic at that time. We have also started including more information about the animals on our kennel cards and on line. This gives potential adopters more information while they are choosing which pets to visit with. We have run a few cats specials this year since our intake of healthy cats has increased this year.

OUTREACH AND PUBLIC RELATIONS

AWARENESS EVENTS

NAME OF EVENT	MADDIE'S PARTNERS ACTUAL	ADOPTION ACTUAL
Non-Adoption Events	4	N/A
Glendale Chamber of Commerce Biz to Biz Expo	1	N/A
Business Mixer at Arrowhead Landing Apartments	1	N/A
West Valley Chamber of Commerce Biz to Biz Expo	1	N/A
Luke AFB for the Officer's Wives Club	1	N/A
Total	13	26

Maddie's Events

The following events were exclusively attended by Maddie's Projects in Maricopa County.

Desert Botanical Gardens

Maddie's® Projects in Maricopa County attended two events at the Desert Botanical Gardens. These events were the Native American Recognition Festival and the Chilies and Chocolate Festival. At both events we were there to meet with the public, pass out information on Maddie's Projects and Maddie's Fund, and speak about our Pet Rescue and Spay/Neuter projects. The information that was handed out included our spay/neuter flyers, spay/neuter business cards, Pet Rescue Partner flyers, Maddie's Projects brochures, our foster newsletter, Foster Paws, Frisbees, *Maddie's® Tail Wag* activity books, and stickers.

Gilbert Spring Fair & Expo

On April 5, 2008 Maddie's® Projects attended the Gilbert Spring Fair & Expo. This fun festival was geared towards families and their children and featured a variety of activities, exhibits, and food vendors. Maddie's Projects main goal was to promote the Maddie's Projects Adoption Center (located in Gilbert). In addition to promoting the Adoption Center, we brought along information about our Pet Rescue and Spay/Neuter Projects.

Although our hopes were high for this event, it failed to meet our expectations. Attendance was good; however, our location within the event (in the corner away from all of the activities) caused our booth to be continuously overlooked. If we decide to attend this event again, we will be sure to secure a booth closely located to the activities.

Pride

On April 12th and 13th Maddie's® Projects attended the 27th annual PRIDE Festival located in Phoenix. The PRIDE Festival is a celebration which promotes unity, visibility, and self-esteem among gay, lesbian, bisexual and transgendered persons. Maddie's Projects attended this event to promote adoptions, spay/neuter, our Partners, and the Adoption Center. Our booth featured handouts about the Pet Rescue and Spay/Neuter Projects, *Maddie's® Tail Wag* activity books, and Frisbees. Attendance at the event was high allowing Maddie's Projects to reach many people. If the opportunity arises again, this would be a great event for Maddie's Projects to attend again.

Women's Expo

On April 19th and 20th Maddie's Projects attended the 16th Annual 3TV Phoenix Women's Expo in Glendale. The Women's Expo is a great event geared towards providing women a meaningful, interactive, and entertaining weekend of shopping and fun. Maddie's Projects was there to provide information about adoptions and spay/neuter. Our booth handed out materials about our Partners, materials about spay/neuter opportunities, flyers on the Adoption Center, Maddie's® Tail Wag Activity books and Frisbees. Attendance for this event was high and Maddie's Projects ended up running out of materials both days. This event was a success for Maddie's Projects as we were able to inform many people about our cause, and we should consider attending next year.

Maddie's® Projects Adoption Center

On November 12, 2007 our Partner agencies joined together with the Petco Foundation and opened the Maddie's Projects Adoption Center in Gilbert, AZ. This 1,100 sq. ft. facility is attached to (and entered from within) the Baseline Road Petco store. It shelters up to 12 dogs and 16 cats at any one time in a bright, modern, customer-friendly environment. The Adoption Center was formerly run by the Arizona Humane Society. Now, at the suggestion of the AZ Humane Society, all of the Maddie's Projects partners share the venue for adoptions year-round, 7 days a week.

Each Partner had a month at the Center for their own adoptions. However, to allow us the chance to start the Center operations smoothly, MCAC&C took November and December (the first 6 weeks of operation) to adopt out their own animals. The Center is staffed with Maddie's Adoption Counselors, and the policies and procedures for adoptions are consistent throughout the year, as agreed to by all the Partners.

AzHumane vacated the Center on Nov. 1. In 12 days, the Maddie's Adoption Center and Projects staff cleaned, re-furnished and furnished, organized, computerized and otherwise readied the Center for business.

Since we opened our doors on November 12, 2007 through the end of October 2008 we have had a total of 576 adoptions at the Center. We hope to build upon our initial successes and move forward with even greater expectations for the future.

In an effort to expand our target population and drive more people to the Adoption Center, Maddie's Projects in conjunction with AAWL sent out a small direct mail postcard to 5,000 residents in the surrounding areas around the Adoption Center. This postcard featured a picture of an adopter with her adopted pet and encouraged people to come visit the Adoption Center. The main goal of this effort was to let people know about the Adoption Center and to encourage them to stop by.

Website Re-Design

During the second half of Year Six the commonpaws.org website has been under construction. The newly re-designed website will offer more interactivity for the public. Videos and contests for public interest will be provided, individuals will be able to make donations, connections to Partner animals up for adoption, and all the information a potential adopter/animal lover would want.



Marketing Campaign

As a part of Maddie's Recognition and as a wonderful way to stand out at events, we purchased banner stands for all the Partners including ourselves. These light weight, retractable, 6 foot tall banner stands proved to be a hit, serving as an excellent way for the public to identify our Partners at events. In addition, the banner stands have been used at the Maddie's Projects Adoption Center.



PROJECT ASSISTANCE PROGRAMS

Support has been provided so far this year for:

1. *Fundraising.* Three of the Partners, Almost Home, Sun Valley, and ARC secured fundraising software. By securing this software the Partners will be able to develop a structured database for their donors, will be able to lay a foundation to identify donors, a system to recognize them, and a method to solicit donations.

HALO staff went to a fundraising class provided by the Arizona State University Lodestar Center for Philanthropy & Nonprofit Innovation.

Almost Home, AzARS, AAWL, FAR, HALO, and Sun Valley were provided with incentives to increase their fundraising programs and donor development.

2. *Adoption Initiatives.* AAWL was able to provide all their adopter's of puppies ages 2 mo to 4 mo with puppy tool kits. These puppy tool kits provide adopters with the tools needed to properly socialize and train their dogs from the start. AAWL believes that this will reduce the likelihood of these dogs developing any behavioral issues in the future and prevent them from being surrendered.

HALO staff attended a conference with topics that provided strategies for increasing adoptions and reducing length of stay.

Almost Home, AzARS, AAWL, FAR, HALO, and Sun Valley were provided with monies to augment their current adoption initiatives.

3. *Volunteer Management.* HALO staff went to a volunteer management class that touched on topics such as volunteer recruitment and strategies for retaining your volunteer base.
4. *Animal behavior/care.* Sun Valley acquired a facility consult by certified behaviorist Crista Coppola with recommendations for increased adoptions, enrichment, and enhanced behavior evaluations and animal welfare.

PARTNER HAPPENINGS

AAWL

The Arizona Animal Welfare League experienced a change of leadership in January as Judith Gardener was hired on as AAWL's new CEO. A new Volunteer Manager was welcomed in December, Lora Petrik as Scott Hendricson the former Volunteer Manager decided to take another internal opportunity offered him at AAWL. Malin Borg, the Director of Administration took the position of AAWL's new Director of Marketing and Development in November. Shannon Boyer was hired on to be AAWL's new Director of Operations in January and Lauren Stevens, AAWL's Animal Care Manager left for other prospects. AAWL also welcomed Crista Coppola in January, a renowned behaviorist to consult in the redesign of their shelter protocols in order adopt more animals more quickly.

In March AAWL welcomed their new Director of Education, Michelle Meyers while saying goodbye to their Volunteer Manager Lora Petrik. In April Malin Borg, Director of Marketing and Development, Andrea Williams, Director of Finance and Employee Relations, and Kristin Dorn, PR and Events Manager decided to pursue other opportunities.

The Arizona Animal Welfare League said goodbye to their Adoptions Manager Lori Brown in June and welcomed their newly appointed Adoptions Manger, Jackie Stombaugh and Animal Care Manager Cheryl Hicks in July. They also welcomed their new Director of Development Joan Miller and Bookkeeper Amanda Benally.

AHS

The Arizona Humane Society welcomed their New Executive Director Tim Crum in January and their Director of Development Lisa Goin in February.

The Arizona Humane Society created two separate Director of Operation positions for their two facilities; Bob Citrullo and Shannon Valenzuela have filled those positions. Dr. Nancy Bradley was promoted to Arizona Humane Society's new Director of Medical Services. On May 14th the AHS welcomed and introduced renowned dog trainer, Brian Kilcommons to their board of directors, donors, and other selected guests. With Brian Kilcommon's guidance AHS hopes to incorporate these new behavior protocols within their volunteer program with the end goal of increasing their adoption figures by 10 to 20 percent as a result.

AHS's Executive Director, Tim Crum left his position at AHS in October. The Humane Society is actively pursuing to fill this key leadership role as they continue to strive for even greater success in the upcoming year.

HALO

HALO hired on Lauren Stevens to be their new Operations Manager in January.

HALO said goodbye to their Director of Operations in July and began leasing the Cat Adoption Center from Maricopa County Animal Care and Control. Their Grand Opening occurred on October 31st 2008.

MCACC

MCACC's Volunteer Manager, Erin Maupin left her position in August to pursue her Law Degree at Arizona State.

MADDIE'S[®] PROJECTS HAPPENING

We were very excited to welcome our new Project Director of Development and Sustainability Malin Borg in April.

Maddie's[®] Projects Adoption Center Grand Opening

The Grand Opening for the Maddie's Projects Adoption Center was held on Saturday, June 21, 2008 from 9:00 a.m. to 2:00 p.m. Our goals for the event were to:

- Raise public awareness for the Maddie's Projects Adoption Center
- Increase foot traffic to the Maddie's Projects Adoption Center
- Adopt out animals

The event was held at the PETCO Gilbert store where the Maddie's Projects Adoption Center is located. We had access to the entire inside of the PETCO store and were allowed to decorate both the Maddie's Projects Adoption Center and the PETCO store and store front. To make it a fun family-oriented event we promoted it as a beach-party and tailored our decorations and activities to fit this theme.

Activities

- Informational Table
- Free Raffle with prizes solicited from and donated by business in the immediate area.
- Musical Beach Chairs - for kids
- Name That Breed contest that also served as a treasure hunt to encourage visitors to go into the Maddie's Projects Adoption Center and move around the PETCO store - for kids
- Free Photo with Your Pet
- "Puppy Play Pen" which allowed people to interact with puppies
- Low-cost microchipping was provided by HALO, one of the Maddie's Projects in Maricopa County Partners
- PETCO's Spin-n-Win Wheel
- TCF Bank's Pop-A-Balloon game

Corporate Involvement

- **Natural Balance Pet Foods** and **PETCO** were on hand with their Spin-n-Win Wheel giving away prizes. Natural Balance also donated items for the raffle
- **TCF Bank** was also on hand with their "Pop a Balloon" game that gave visitors a chance to win up to \$100 cash.
- **It's a Grind Coffee House** donated coffee for staff and volunteers during set up and a gift basket for the raffle.
- **Hallmark** donated two photo albums for the raffle.

The event was promoted locally through direct mail and media:

- 10,000 postcards were printed and mailed to households with licensed dogs in the immediate area. Post cards were also given out at the Adoption Center, through Maddie's Projects partners, at the PETCO registers, and at several local businesses, including a pet resort.
- Posters for the event were distributed to local stores as well as partners of Maddie's Projects.
- The event was included on several online calendars.
- An article about the event and the Maddie's Projects Adoption Center was published in the preceding Thursday's Gilbert edition of the Arizona Republic newspaper and Friday's Ahwatukee edition
- A 3-5 minute appearance by Maddie's Projects Executive Director, Stephanie Bikel on the AZTV Channel 13's Pat McMahan Show.

Though we did not have the number of visitors we had hoped for, the PETCO store saw larger than usual number of visitors and many people indicated that they came specifically for the event. For the future, an e-mail invite and other online promotions may be included in the promotional efforts.

People did not specifically bring their whole families, though many brought their pets. At other events, the focus may be less on activities for children and more on activities for adults and their pets.

The most successful activities were:

- The Puppy Play Pen
- Free Photo with Your Pet
- Name that Breed contest (though this was an activity designed for children, many adults opted to participate and found it fun)

Six animals were adopted from the Maddie's Projects Adoption Center during the day. All six were puppies who at one time or another were part of the Puppy Play Pen located in the activities area of the PETCO store. At future events we should have volunteer animal handlers to take the adult dogs out of their kennels and walk them around the event, rather than having people come visit them inside the Adoption Center which may increase their chances for adoption.

October 2nd, 2008

On Oct. 2, 2008 the Partners spent one day at the west-side facility of MCAC&C. They medically and behaviorally tested all animals that came in that day (some tests were done at the end of the legally mandated 72-hour stray-hold period). Our efforts in Oct. of 2008 brought one day's stray euthanasia rate to 6%:

1. Partners had no difficulty stretching their capacities to take in sick animals, but were much more reticent to take animals with behavior issues or pit bulls. This most likely means that while the percentage of treatable animals with medical conditions at the Partner facilities is much higher than the percentage of animals with behavior conditions, statistics reflect Partner capabilities and choices, not the make-up of the shelter animal treatable population.
2. More treatable animals could be saved on a regular basis if assessed by trained behavioral staff upon intake. (On Oct. 1, 2007, 56% of the intakes at that facility were euthanized for aggression or fearfulness; on Oct. 2, 2008, after behavioral assessment on site, only 6% of the intakes were deemed appropriate for euthanasia based on aggression or fearfulness.) Even given the variances in intakes that each day brings, a drop from 56 to 6 percent is compelling.
3. Most Partners do not have adequate training or capabilities to determine which intakes are simply kennel stressed and which have aggressive temperaments. Neither do most AG Partners have the capability to handle behavioral issues in dogs or cats which need to be addressed before adoption.

FUNDRAISING STRATEGIES

Sustainable Fundraising Efforts

Our plan for sustainable fundraising has focused on activities that produce an increase in individual giving. After all, this is the audience that provides 75% of all charitable giving. The goal has been to identify individuals who may be supportive of the organization's mission and establish a relationship with those individuals. Once a relationship with an individual is established, the goal is to motivate and move that individual towards becoming a donor and then cultivate the relationship for continued and increased support.

In developing a structured plan, we have focused on fundamental principles to fundraising that, though distinct, are intertwined and necessary.

Donor Acquisition: The identification of persons who may be favorable to the Partner's cause. These might be persons who have no current relationship with the organization, but based on some of their traits (they live in a certain area, they have certain hobbies, they are a certain age, they are supporters of a cause related to yours, etc.) they are more likely than the average person to be motivated to support you. These might also be persons who use, or have used the Partner's services, or participates in programs, though thus far they have not supported the organization financially.

Donor Research: The better an organization knows its donor base, as individuals and as a whole, the more successful its fundraising efforts will be. Who are the current donors and what motivates them to give?

Donor Cultivation: The goal is to motivate increased giving and support to the organization. To reach fundraising goals, a schedule of planned activities that allows each Partner to work within these principles and within its means has been put in place.

Sun Valley Animal Shelter

Our first step was to sit down and evaluate current fundraising efforts, communication efforts and available resources. The goal was to:

- Identify current donors and audiences
- Evaluate past fundraising efforts, current processes and available resources

Based on this evaluation, keeping in mind our efforts to identify new donors, cultivate current donors and motivate new and current donors to support the organization, we identified tools needed to move forward and planned activities to increase individual giving:

1. Organization of Data:

- Implementation of a functioning database to allow for accurate record keeping of donors and donations as well as prospects.
- Constituent segmentation and identification for more efficient fundraising efforts.
- Assigning staff resources to maintain records and perform donor research and cultivation.
- Development of processes for ongoing data entry of constituents and donor cultivation efforts.

2. Evaluation of Communication Channels

- Reevaluation of online presence and implementation of a new website that acts as the main information source for the organization with a focus on growing support for the organization's mission.
- Implementation of an electronic communication plan with segmented audiences.
- Implementation of a print communication plan with segmented audiences to include
 - Direct mail appeals
 - Print newsletter

3. Donor Research and Cultivation

- Development of a plan for identification and cultivation of major donors
- Involvement of the board of directors in the fundraising efforts
- Development of donor programs and events

4. Development and implementation of a fundraising and communication schedule of activities for 2008 and 2009 to actively grow the sustainable support for the organization

Starting Over Animal Rescue

Our first step was to sit down and evaluate current communication efforts, community outreach efforts, internal processes and available resources. The goal was to:

- Identify current audiences
- Evaluate current processes and available resources

Based on this evaluation, keeping in mind the individual organization's needs, resources and structure, we identified steps needed to move forward and implemented the following changes:

- Development and implementation of a website which could act as the main information source for the organization and its mission.
- Streamlining the adoption processes to allow for viewing of current animals up for adoption on the organization's website as well as making online adoption applications available.

- Allowing for online volunteer recruiting.

Animal Rescue Center

Our first step was to sit down and evaluate current fundraising efforts and available resources. The goal was to:

- Identify current donors and audiences who may be favorable to the organization's mission
- Evaluate past fundraising efforts, communication efforts, current processes and available resources

Based on this evaluation, keeping in mind our efforts to identify new donors, cultivate current donors and motivate new and current donors to support the organization, we identified tool needed to move forward and implemented a planned schedule of activities to grow the public's support for the organization:

1. Organization of Data:

- Implementation of a functioning database to allow for accurate record keeping of donors and donations as well as prospects
- Developed a system for constituent segmentation and identification for more efficient fundraising and communication efforts.
- Assigning staff and volunteer resources to maintain records and perform donor research and cultivation.
- Development of processes for ongoing data entry and cultivation of constituents.

2. Evaluation of Communication Channels

- One goal for 2009 is the implementation of a new website that acts as the main information source for the organization with a focus on growing support for the organization's mission.
- Implementation of an electronic communication plan with segmented audiences receiving planned electronic communication based on their individual relationship with the organization. This allows for use of electronic communication in communicating with adopters, donors, retaining public clinic customers and aid in the marketing of the Thrift Store.
- Implementation of a print communication plan with segmented audiences to include
 - Direct mail appeals
 - Print newsletter

3. Development and implementation of a fundraising and communication schedule of activities for 2008 and 2009 to actively grow the sustainable support for the organization.

AG Partner Set-Aside Goals

The AG Partners were asked to do two things:

1. Increase their annual, repeating fundraising income by enough money to cover the subsidies they've been receiving. The Partners have been working on their donor cultivation systems, adding donation capabilities to websites, setting up software and databases to track donations and donors, learning how to do annual appeals, etc. Because sustainable funding takes cultivation, which takes time to develop, they expect to begin to see the most significant income increases by the end of Year 7.
2. Put some savings aside for use in Years 8 and beyond. The AG Partners had significant losses in operating revenue in Year 6 because of leadership turnover, the general economic downturn, loss of leases on facility rentals, etc. Although they weathered most of the problems, and some were able to put aside funds, most of their monies went to general operating costs. Joint, group efforts to raise funds county-wide for the Project was put on hiatus until later in Year 7.

3. AAWL has been designating funds from its investment accounts for the future of the Project. Because they have sufficient investment funds to assure future operations, and because of the economic downturn and instability of the markets, they chose not to designate funds in those accounts during Year 6, and to re-evaluate funding needs/goals at the end of Year 7.

AG Group	\$ Set Aside Goal Yr 6	\$ Set Aside Actual Yr 6	Yr 6 Set Aside Through	\$ Set Aside Goal To Date	\$ Set Aside Actual To Date
ALMOST HOME	\$5,000.00	\$15,000.00	Donations/ Adoption Fees/Subsidies	\$5,000	\$15,000
ARC	\$44,000	\$0.00	Fundraiser	\$126,175	\$0
AzARS	\$22,000.00	\$0	Grants	\$81,915.50	\$45,966.72
AAWL	\$38,000.00	\$0.00	-	\$358,595.06	\$179,200.74
FAR	\$25,000.00	\$140,000.00	Fundraising	\$48,762.40	\$141,977.81
HALO	\$82,000.00	\$115,000.00	Grant/Thrift Store Revenue/Interest Income	\$408,537.39	\$255,000
SOAR	\$18,000	-	-	\$101,435.87	\$5,274.16
SVAS	\$18,000.00	\$20,000.00	Appeals/ Private Donations	\$257,904.51	\$84,833.58
TOTAL	\$190,000.00	\$452,000.00		\$1,388,325.60	\$727,253.01

See attached {Y6 Partner Budget Actual Activities}

MADDIE RECOGNITION

Ensuring that the Project partners all participated in Maddie Recognition during Year Six, the Maddie's staff worked with the Project partners so that the following recognition efforts were achieved throughout the year.

Project-Level

At the Project Level we recognized Maddie's® Projects in Maricopa County throughout Year Six with:

- Maddie's® Fund Logo and paragraph, "About Maddie's Fund" on brochures and/or flyers
- Use of Maddie's® tents at events
- Maddie's® stickers available at events attended
- Maddie's® Tail Wag available at events attended
- Provided a link on Maddie's Projects in Maricopa County website [www.commonpaws.org] to Maddie's® website and provided Maddie's® Fund Website Information.
- Press releases that were issued by Maddie's® Projects in Maricopa County described the Project and included the paragraph, "About Maddie's Fund"
- Maddie's® Project in Maricopa County delivered banner stands Maddie to all of the 8 Partner organizations
- Insured that the Partners understood and were provided with all necessary materials to comply with Maddie's® Recognition Plan

Almost Home Az Boxer Rescue

Almost Home recognized Maddie's throughout Year Six by:

- Provided a link on Almost Home's website [www.almosthomeboxers.org] to Maddie's® website
- Maddie's® literature available at events
- Maddie's® frisbees at events

ARC

ARC has recognized Maddie's[®] Projects in Maricopa County throughout Year Six with:

- Maddie's Logo's on all adoption information, going home with new pet families.
- We used Maddie's[®] tents at all adoption events that we attend as well as offer Maddie's[®] sticker's, *Maddie's[®] Tail Wag* and informative literature during those events.
- Animal Rescue Center's website [www.animalrescuecenter.net] provides a link to Maddie's[®] website.
- We also provided Maddie's Fund information at our thrift store "The Bargain Spot".
- Along with Maddie's[®] info we also provided information for the public regarding low cost spay and neuter services, vaccine clinics, adoption events, pet training and behavior modification information.

AZARS

The following is a list of ways that AZARS recognized Maddie's Fund and 'Maddie', the dog that made it all possible, for their support:

- Maddie's Fund logo and Project link displayed on website [www.azars.org]
- Maddie's Fund and Project language included in all press releases
- AZARS actively utilizes the Maddie's Fund event tents provided by the Project
- AZARS actively utilizes the Maddie's Fund 'Adopt Me' vests provided by the Project
- AZARS actively utilizes the Maddie costume at local community and adoption related events, as well as has a volunteer that regularly offers to dress as Maddie at larger Project and Pets911 venues
- AZARS actively promotes the Maddie's[®] Spay/Neuter Project to the public by displaying information, providing it to callers in need and offers it to potential adopters with other animals in need of the surgery

AAWL

The following is a list of ways that AAWL recognized Maddie's Fund and 'Maddie', the dog that made it all possible:

- We provide our adopters with information on Maddie's and keep marketing materials in our lobby.
- We use the Maddie's "Adopt Me" vests at all off site adoption events
- Use of Maddie's[®] tents at events, use of Maddie's[®] information in newsletter
- We consistently refer to Maddie's when educating the community on the growing partnerships within the Maricopa county animal welfare system
- Provided a link on AAWL's website [www.aawl.org] to Maddie's[®] website
- Used Maddie's[®] "Adopt me" vests at events

AHS

AHS recognized Maddie's[®] through:

- Maddie's[®] Logo on brochures and/or flyers
- Use of Maddie's[®] information in newsletter
- Maddie's[®] information available at adoption sites
- Provided a link on AHS's website [www.azhumane.org] to Maddie's[®] website

FAR

Foothills has recognized Maddie's in Year Six by:

- Provided a link on FAR's website [www.foothillsanimal.org] to Maddie's[®] website
- Used Maddie's[®] "Adopt me" vests at events
- Promote Maddie's[®] to other organizations

HALO

HALO has recognized Maddie's[®] Projects in Maricopa County throughout Year Six with:

- Maddie's Logo on brochures and/or flyers
- Use of Maddie's[®] tents at events
- Provided a link on HALO's website [www.halorescue.org] to Maddie's website
- Used Maddie's[®] "Adopt me" vests at events

MCACC

MCACC has recognized Maddie's[®] Projects in Maricopa County throughout Year Six with:

- Maddie's[®] Logo in newsletter
- Maddie's[®] literature available at events
- Provided a link on MCACC's website [www.maricopa.gov/pets] to Maddie's website

SOAR

SOAR recognized Maddie's[®] Projects in Maricopa County throughout Year Six with:

- Maddie's Logo on brochures and/or flyers
- Use of Maddie's[®] tents at events
- Maddie's[®] stickers available at events
- *Maddie's[®] Tail Wag* available at events
- Used Maddie's[®] "Adopt me" vests at events
- Used Maddie costume at events

SVAS

SVAS has recognized Maddie's[®] Projects in Maricopa County throughout Year Six with:

- Use of Maddie's[®] tents and banner stand at events
- Use of Maddie's[®] information in newsletter
- Provided a link on SVAS's website [www.sunvalleypets.org] to Maddie's[®] website
- Used Maddie's[®] "Adopt me" vests at events
- Maddie's[®] Pet Rescue Project is always discussed at volunteer orientation meetings
- Information on Maddie's[®] is in our adoption folders
- When visitors ask where we get our animals from, we tell them that we are part of the Maddie's[®] Pet Rescue Project and that we get cats and dogs from MCACC or AHS to stop the euthanasia of healthy and treatable animals
- Information about the Project is mentioned when I give presentation to adults (versus school children)