



The Pet Rescue Foundation

*Maddie's® Fund  
Community Grants Program*

*Maddie's® Pet Rescue Project in Maricopa County, AZ  
Year Nine, Annual Report*

**Part I: Project Information**

**YEAR NINE PROJECT**

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

**Date of Submission:** December 15, 2011

**Prepared by:**

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**NAME OF LEAD AGENCY:** Arizona Animal Welfare League

**TARGET COMMUNITY:** Maricopa County, Arizona

**HUMAN POPULATION OF TARGET COMMUNITY:** 4,095,201 (2011 EST.)

**PARTICIPATING GROUPS IN THE PROJECT**

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

Type of Organization	Number of Participants
Animal Control Shelters (AC)	1
Traditional Shelter (TR)	1
Adoption Guarantee Organizations (AGO)	9

Listed below are the names of the participating organizations.

Name of Participating Groups
<b>Animal Control Shelter</b>
Maricopa County Animal Care and Control (AC&C)
<b>Traditional Shelter</b>
Arizona Humane Society (AHS)
<b>Adoption Guarantee Organizations</b>
Almost Home Az Boxer Rescue (ALMOST HOME)
Arizona Animal Rescue & Sanctuary (AZARS)
Arizona Animal Welfare League (AAWL)
Finding Fido (FF)
Foothills Animal Rescue (FAR)
Helping Animals Live On (HALO)
Home 'Fur' Good (HFG)
Humane Society of Wickenburg (HSOW)
Sun Valley Animal Shelter (SVAR) (formerly named SCAR)

## THE YEAR NINE 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 6,668, above the baseline number of 2,446, to achieve a one-year total of not less than 9,114 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 6,668, above the baseline number of 33,065, to achieve a one-year total of not less than 39,733 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 15,408 below the baseline number of 21,959, to achieve a one-year total of not more than 6,551 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 21,114, below the baseline number of 59,233, to achieve a one-year total of not more than 38,119 dogs and cats euthanized county-wide.

## Part II: Goal Attainment & Statistical Analysis

### YEAR NINE OVERVIEW

	Baseline Year	Year 9		Total Goal	% of Goal
Public Intake at MCACC	60,589	45,922		-	-
Public Intake at AHS	42,694	43,145		-	-
Public Intake - AGO	2,334	3,617		-	-
<b>Total Public Intake</b>	<b>105,617</b>	<b>92,684</b>		<b>-</b>	<b>-</b>
Adoptions – MCACC	16,245	13,564		16,245	83%
Adoptions – AHS	14,374	11,260		14,374	78%
Adoptions - AGO	2,446	8,517		9,114	93%
<b>Total Adoptions</b>	<b>33,065</b>	<b>33,341</b>		<b>39,733</b>	<b>84%</b>
Healthy Euthanasia	5,706	0		0	100%
Treatable Euthanasia	21,959	10,225		6,551	64%
<b>Total Euthanasia</b>	<b>59,233</b>	<b>46,910</b>		<b>38,119</b>	<b>81%</b>

Public intakes at Maricopa County shelters have decreased since baseline year by 12,933 animals or 12%. Total intakes have decreased since last year by 4,292 animals or 4%. Total adoptions though decreased in Year 9 from Year 8 by 1,016 animals. Maricopa County shelter Partnerships have increased as both AHS & MCACC transfers to Maddie's® Partners and Non-Partners have increased by 5,868 animals or 103% since baseline year, but did decrease by 1,112 animals or 8% since Year 8. Maricopa County shelters have been able to guarantee every healthy dog and cat a home. No healthy dog or cat has been euthanized since September 30, 2005.

## INTAKE

Agency	BL Public Intake	Year 9 Public Intake	BL Intake from AC&C and AHS	Year 9 Intake from AC&C and AHS	BL Intake from Maddie's® Partners	Year 9 Intake from Maddie's® Partners	BL Total Intake	Year 9 Total Intake	% Increase/Decrease
ALMOST HOME	0	17	0	48	0	0	0	65	-
AZARS	0	79	0	107	0	1	0	187	-
AAWL	1,230	1,102	649	1,911	0	13	1,879	3,026	61%
FF	0	402	0	149	0	0	0	551	-
FAR	269	182	0	252	0	0	269	434	61%
HALO	370	885	72	2,737	0	1	442	3,623	720%
HFG	0	145	0	281	0	1	0	427	-
HSOW	0	155	0	0	0	0	0	155	-
SVAS	465	650	0	125	0	0	465	775	67%
<b>TOTAL AG</b>	<b>2,334</b>	<b>3,617</b>	<b>721</b>	<b>5,610</b>	<b>0</b>	<b>16</b>	<b>3,055</b>	<b>9,243</b>	<b>203%</b>
AC&C	60,589	45,922	-	-	0	88	60,589	46,010	-24%
AHS	42,694	43,145	0	171	0	29	42,694	43,345	1%
<b>TOTAL ALL AGENCIES</b>	<b>105,617</b>	<b>92,684</b>	<b>721</b>	<b>5,781</b>	<b>0</b>	<b>133</b>	<b>106,338</b>	<b>98,598</b>	<b>-7%</b>

The Project's public intakes for Year Nine were 92,684 a decrease of 12,933 animals or 12% when compared to baseline year and a decrease of 4% or 4,292 animals since Year Eight, considering the Maricopa County population since baseline year has increased from 3,072,149 to 4,095,201 or 33%.

While AG Partners and the AHS saw an increase in public intakes by 2,792 or 6% since Year 8. MCACC though, saw a decrease in overall intakes from the public by 7,084 animals or 13% since Year 8. The overall decrease in public intakes can be attributed to an increased presence by animal welfare groups in the community through various media outlets such as radio, print and television. This increased presence has provided more awareness to the community of the shelter overpopulation problem here in Maricopa County unseen before to the public to this degree. With shelters partnering with local shopping malls and retailers and opening retail adoption centers across the Valley, animal welfare organizations are reaching beyond their local communities. Partners are reaching a demographic of people who otherwise are uncomfortable entering shelter environments and whom may not have thought of adoption first an opportunity to view shelter pets within a more comfortable environment; while also debunking the myth that shelter animals are unhealthy.

With many groups now offering low-cost and at times no-cost training resources and advice, discounted public clinics such as AAWL's Pet MD™ where individuals in need of veterinary care for their pets and who are unable to afford it, have the opportunity to provide treatment to their animals and do not have to make the difficult decision of surrendering them. Multiple options for low-cost spay and neuter, TNR and vaccination clinics are also readily available around the Valley which are helping lay the foundation for future changes in Maricopa County, particularly in the decrease of the stray population and the decreases in puppy and kitten intakes entering community shelters. Partners continue to solidify their education programs and their focus on providing much needed outreach to parents, schools and kid-focused organizations offering a plethora of fun educational classes and camps for kids to not only learn about animals, but how to responsibly care for them.

Even though as a whole intakes have decreased, intakes at the AHS were at their highest in Year 9 since Years Three and Four, when intakes were near 46,000, this increase was due to their increase in cat intakes. The increase in cat

intakes seems to have coincided with the revised fee structure put in place by MCACC in July 2010. Each stray cat surrendered at MCACC, based upon certain circumstances surrounding the surrender (i.e. financial hardship) is assessed a fee between \$0 - \$96 per cat; while at the AHS, a minimum donation of \$35 per cat or litter is requested upon surrender. Since this implementation MCACC's cat intake numbers have significantly decreased while AHS' cat intakes have increased.

## EUTHANASIA

Euthanasia	BL	Goal Year 9	Actual Year 9	% Increase/Decrease	% of Goal
Healthy	5,706	0	0	100%	100%
Treatable-Manageable	-	-	2,919	-	-
Treatable-Rehabilitatable	-	-	7,306	-	-
<i>All Treatable</i>	<i>21,959</i>	<i>6,551</i>	<i>10,225</i>	<i>-53%</i>	<i>64%</i>
Unhealthy & Untreatable	31,568	-	36,685	16%	-
<b>TOTAL EUTHANASIA</b>	<b>59,233</b>	<b>38,119</b>	<b>46,910</b>	<b>-21%</b>	<b>81%</b>

The Maddie's® Pet Rescue Partners were not able to meet their euthanasia goal of 38,119. 8,791 more animals were euthanized above goal. Though, we were not able to meet our Treatable Euthanasia goal of 6,551, we did decrease our Treatable euthanasia number by 11%, we were able to save 1,271 more lives since Year 8. Our community live release rate has increased to 51%.

MCACC's euthanasia has been steadily decreasing since Year 7; coincidentally their intakes have decreased as well. Their Treatable Euthanasia since Baseline Year has decreased by 75% or 10,535. When comparing Animal Control's intake to euthanasia rate in Baseline Year their rate stood at 59.5%, their intake to euthanasia rate for Year 9 dropped to 42%. Even with their decrease in intakes since Baseline Year, MCACC has increased their rate of adoption when compared to their number of intakes from 27% of animals adopted in Baseline Year to 29% in Year 9. Their transfer rate in comparison to Baseline Year has also increased from 5% of the animals taken in to over 18% in Year 9. Within Year 9, MCACC formed an innovative partnership with HALO. At MCACC's West side facility HALO utilizes space to treat and adopt out several Treatable dogs and cats entering MCACC's West side facility each day, which helps MCACC with the Treatable population entering their shelter.

Total euthanasia at the AHS in Year 9 was over Baseline Year, it has been at its highest since Years Three, Four and Five where nearly 27,000 animals were euthanized each year. The cause of this increase can be partially attributed to MCACC's implementation in July 2010 of a new cat intake fee structure; sliding fees begin at \$0 and can go up to \$96 based on circumstances surrounding the surrender. With the increase in cat intakes and with a large portion of the cats entering the shelter being deemed Unhealthy & Untreatable at intake, an increase of 1,497 animals or nearly 8% since Year 8, adoption numbers have decreased. During Baseline Year the intake to adoption rate was at 34%, in Year 9 it unfortunately decreased to 26%. Also, with the increase in intakes this past year, the AHS' intake to euthanasia rate increased from 55% in Baseline Year to 64% in Year 9. At times throughout the year AHS has had to close its doors due to the sheer influx of animals coming in with the lack of space.

## ADOPTIONS

Adoptions	BL	Year 9 AB Goal	Year 9 AB Actual	Year 9 Total Goal	Year 9 Total Actual	% of Goal
ALMOST HOME	0	68	60	68	60	88%
AZARS	0	290	225	290	225	78%
AAWL	1,212	1,688	1,649	2,900	2,861	99%
FF	0	500	489	500	489	98%
FAR	316	434	176	750	492	66%
HALO	453	2,617	2,650	3,070	3,103	101%
HFG	0	500	430	500	430	86%
HSOW	0	164	119	164	119	73%
SVAS	465	407	273	872	738	85%
<b>TOTAL AG</b>	<b>2,446</b>	<b>6,668</b>	<b>6,071</b>	<b>9,114</b>	<b>8,517</b>	<b>93%</b>
MCACC	16,245	-	-2,681	16,245	13,564	83%
AHS	14,374	-	-3,114	14,374	11,260	78%
<b>ALL AGENCIES</b>	<b>33,065</b>	<b>6,668</b>	<b>276</b>	<b>39,733</b>	<b>33,341</b>	<b>84%</b>

Although we were unable to achieve our annual adoption goal for Year 9 of 39,733 by 6,392 animals, for the fourth time since Year Two we did surpass our baseline adoption figure by 276 animals! Unfortunately, our number of adoptions did decrease by 1,016 animals or 3% since Year 8. We can attribute the decrease in adoptions when compared to Year Eight to the decrease in overall adoptions at the AHS and MCACC which have decreased by 1,315 animals or by 5%. As the economy continues to struggle we have seen that people unfortunately are not choosing to adopt during this difficult time. With their increase in intakes, AHS has also seen an increase in Unhealthy & Untreatable animals entering their shelters which has also been a reason for their decrease in adoptions as their Unhealthy & Untreatable euthanasia numbers have increased by 1,497 animals or nearly 8%.

With the increase in cat intakes over Year Eight by 1,312 cats, AHS saw their euthanasia increase as well. As more cats enter the shelter the probability for cats to become ill in stressful situations is high. With an increase in intakes and with the increase in animals with Treatable and Unhealthy & Untreatable conditions, the animals that are available for adoption, their adoption figures since Baseline Year decreased by 3,114 animals or nearly 22%, adoptions decreased by 360 animals or 3% from Year Eight. With an influx of dogs and cats entering the shelter during certain times of the year, the AHS implemented several adoption specials that were a roaring success! In the months that these adoption specials were held the AHS increased their adoption numbers by 22% when compared to the same time period last year. The AHS hopes to continue to offer such specials in the future.

AzARS' had a fantastic year! They increased their adoption figures by 36 animals or 19.5% from Year Eight. They were able to increase their capacity by shifting their focus from taking in both cats and dogs to concentrating on the dog population. With most of their foster homes able to foster dogs instead of cats, AzARS was able to increase their capacity and were able to New Hope 27 more dogs an increase of 34% from MCACC than last year.

Year Nine has been a very exciting year for AAWL. They broke ground on their new 12,000 square foot shelter earlier in the year and anticipate its completion in March 2012. This new shelter will increase AAWL's capacity to save more animals and place them with their new forever families, an increase from 3,000 annual adoptions to 5,200! The current administration building will be remodeled and will be dedicated for education/and training.

In Year Nine, HALO had its highest year of adoptions adopting 3,103 dogs and cats an increase of 585% since Baseline Year and 18% from Year Eight. With their new initiative with MCACC that began in April, HALO now shares space (20 cat kennels and 40 dog runs) at MCACC's West side facility which increases their capacity to hold an additional 36 cats and 68 dogs. Since this new endeavor was put into action and with several adoption specials throughout the summer HALO's adoption figures through the second half of the year increased by 37% since the first half.

Both Finding Fido and Home 'Fur' Good completed their second full Project years in Year Nine. Finding Fido has been able to increase their capacity this past year and were able to intake 101 more animals or 22% than in Year Eight, resulting in 81 more animals finding their new homes this year. Home 'Fur' Good was also able to increase their adoptions from Year Eight to Year Nine by 100 animals or 30%. Home 'Fur' Good has been able to increase their presence in the community by attending community events, holding multiple fundraising events throughout the year, providing updates on their organization using social media and opening a low-cost vaccine and microchip clinic in North Phoenix which has increased their name recognition to the public.

With multiple outbreaks of Distemper and Parvo this year, Sun Valley had to place a moratorium on the intake of animals for periods of time during the time of these outbreaks. By having to decrease the amount of intakes because of quarantine the number of animals available for adoption decreased and subsequently Sun Valley's adoption numbers decreased by 201 animals or by 21.5% from last year.

### Part III: Programs & Services

#### ADOPTION SUBSIDIES

Agency	AB AC&C	AB Public	Adoption Center AC&C	Adoption Center Public	Adoption Subsidies from AC&C (\$140)	Adoption Subsidies from Public (\$28)	Total Adoptions Paid
ALMOST HOME	12	0	0	0	\$1,680	\$0	\$1,680
AZARS	31	25	2	4	\$4,620	\$812	\$5,432
AAWL	246	0	24	10	\$37,800	\$280	\$38,080
FF	106	34	0	0	\$14,840	\$952	\$15,792
FAR	97	0	0	0	\$13,580	\$0	\$13,580
HALO	529	0	21	17	\$77,000	\$476	\$77,476
HFG	108	3	0	5	\$15,120	\$224	\$15,344
HSOW	0	16	0	0	\$0	\$448	\$448
SVAS	5	0	0	0	\$700	\$0	\$700
<b>AG TOTAL</b>	<b>1,134</b>	<b>78</b>	<b>47</b>	<b>36</b>	<b>\$165,340</b>	<b>\$3,192</b>	<b>\$168,532</b>
MCACC	0	892	0	0	\$0	\$24,976	\$24,976
AHS	7	557	0	0	\$980	\$15,596	\$16,576
<b>TOTAL</b>	<b>1,141</b>	<b>1,527</b>	<b>47</b>	<b>36</b>	<b>\$166,320</b>	<b>\$43,764</b>	<b>\$210,084</b>

In Year Nine, the Project provided subsidies for adoptions on a monthly basis. Eligible adoptions were those over the number of adoptions in that month the year prior, and any adoptions at the Maddie's® Projects Adoption Center. In Year Nine, the Pet Rescue Project AG Partners received \$168,532 in adoption subsidies. MCACC received \$24,976 in adoption subsidies and AHS received \$16,576. 98% of subsidies paid to the AG Partners were

for adoptions of animals transferred from AC&C and AHS. A description of how the Partners used their adoption subsidies is described in the Individual Adoption Strategies section beginning on page I3.

## FOSTER HOME RECRUITMENT

ORGANIZATION	NUMBER OF FOSTERS AS OF NOVEMBER 1, 2010	NUMBER OF FOSTERS AS OF OCTOBER 31, 2011
Almost Home Az Boxer Rescue	10	8
Arizona Animal Rescue & Sanctuary	10-12	6
Arizona Animal Welfare League	80	84
Arizona Humane Society	711	631
Finding Fido	5	10
Foothills Animal Rescue	15	6
Helping Animals Live On	32	31
Home 'Fur' Good	14	14
Humane Society of Wickenburg	4	10
Maricopa County Animal Care & Control	100	156
Sun Valley Animal Shelter	8	10
<b>TOTAL</b>	<b>989-991</b>	<b>966</b>

### Almost Home

Our foster homes are critical in helping us save animal's lives and helping us monitor those animals that upon intake either have TR/TM/UU conditions; the majority of these dogs just need time to heal both physically and mentally. We've seen success when recruiting previous adopters as fosters.

### Arizona Animal Rescue and Sanctuary

With AzARS' foster base continuing to stay strong within this pas year, they were able to increase their capacity to intake more animals from MCACC by 34%. Since AzARS does not have a dedicated shelter facility, it is pertinent that they have a dedicated foster base in order to take in a variety of different dogs that are Healthy and/or have Treatable conditions and find them loving homes.

### Arizona Animal Welfare League

Most importantly, our foster homes allow us to free up space at the shelter to accommodate additional intakes. Our recruitment efforts include marketing materials at the shelter, within AAWL newsletters, e-mail blasts and our annual report; we also highlight our foster program and needs on our regular TV segments and recruit through our volunteer program and Facebook. The fact that we've been able to maintain our growth with a foster program staffed by one full-time employee and two part-time employees is a major success. Over half of the animals adopted from AAWL & SPCA have come through our foster program and those numbers will continue to grow as our organization grows. We will continue to actively grow our foster program via our volunteer department to help

accommodate the increased number of animal intakes we will have with the opening of our new adoption center in early 2012.

### **Arizona Humane Society**

We had 3,632 animals enter foster care this past year. Our foster families care for our underage / underweight animals, sick animals, injured animals and kennel-stressed animals, thereby building a bridge to the adoption floor for these Treatable animals.

We continued our strategy of offering tailored foster orientations, foster peer mentors and foster forums, and we also added a paid staff position, our Hospital Receptionist, to act as a liaison between our foster parents and our medical staff, increasing communication and support for our fosters.

We are currently working toward re-training / re-focusing our foster volunteers who have traditionally helped with foster kittens between the ages of four and nine weeks of age, with the goal of helping them branch out to other foster areas where we currently need them even more, such as with upper respiratory cases and mamas with babies. We're paying special attention to our shelter volunteers who typically don't focus on fostering but will foster en masse for cases that are viewed as "beginner cases" – especially during times of highest intake.

### **Finding Fido**

Most of our foster homes are single foster homes; we were able to obtain two additional homes this year that house a much larger number of dogs. With the single foster homes taking our healthy (ready for adoption) animals we were able to provide more care for those dogs that we would otherwise not have had the room or time to take care of and place with our more experienced fosters. We used our adoption events to screen potential foster homes and are very selective as to who we approve as a foster to ensure that our animals will be extremely well taken care of and are available to be seen by the public for adoption.

### **Foothills Animal Rescue**

Our foster program has been working very well; we had hoped that our volunteers who expressed an interest in fostering would have stepped up to the challenge and hope that this will be the case in the future. For foster recruitment, in addition to making pleas through our email updates, we have posted pleas on our Facebook page and have written an article in our newsletter promoting the importance of fosters. We have seen successes, in particular with our puppy fosters who act as counselors in helping our puppies get adopted by networking with the people they know. In the spring we expect to focus on our foster recruitment program.

### **Helping Animals Live On**

All of our fosters take in dogs and cats that have medical, behavioral issues or are underage. Some of our fosters take in numerous cases at a time. We try to direct the focus of all of our fosters to take on the cases that are considered Treatable. Foster homes are the best environment for these types of cases and allow us to turn around our animals much faster than are healthy and social.

We believe that people really want to be a part of the healing process and knowing the stories and hearing as much information about the animals in need and how they got here is a big factor in drawing people to want to open themselves and their homes up to the animals that either need time to grow or need a safe environment to heal and trust. Sending out pleas to our fosters helps a great deal. It seems there are a few that will always find room to take in someone in need.

Another factor that we believe has truly helped increase our foster base and helped retain fosters is our staff. There's

always a staff member available everyday to address concerns or issues that fosters may have. The fact that we are able to provide each foster with all the supplies they need and there is no out of pocket cost for any of our fosters to care for our dogs medically or physically plays a big part in people's decision to foster with HALO.

Our biggest successes are with fosters that have been able to take on dogs and cats that needed to be bottle-fed. We are very fortunate that we have volunteers willing to take on longer term fosters in need of socialization or recovery from medical ailments. Dogs and cats that would never have made it previously now have a chance to find their forever homes because of our strong foster base.

The staff has implemented numerous changes to streamline our foster program. Room for improvements lie in providing a better education/training program for our fosters from the start which is what we're looking forward to in the coming year. The more educated and informed people feel in their duties, the more comfortable they feel taking them on. By continuing to streamline our foster program, incorporating more detailed and informed training programs and having additional staff to recruit fosters we are positive this will increase our lifesaving capabilities we feel we will have great success growing our foster program in the year to come.

### **Home 'Fur' Good**

Many of our fosters work with scared or timid dogs, working with them and providing a safe haven, we also have many foster that foster are underage puppies and kittens until they are ready for adoption. We try to engage all of our new volunteers into considering fostering, we also ran ads on a couple of different volunteer websites, to recruit additional fosters. Even though we haven't seen true success in our efforts, we will continue to implement efforts that will increase our foster base and hope to focus more on recruitment in the year to come and promote recruitment efforts using social media.

### **Humane Society of Wickenburg**

Our foster homes have been a critical piece of our team for helping us save the lives of many animals that have walked through our doors with Treatable and at times Unhealthy & Untreatable conditions. To recruit new foster homes we utilize our volunteer orientations, training sessions and special luncheons to increase our foster home base. We have many wonderful foster success stories, but one foster was particularly special. We had taken in a two week old feral kitten, a foster family was able to foster her until she was weaned, provided her with much love and socialization and before we knew it she was adopted by a wonderful family.

### **Maricopa County Animal Care and Control**

Foster homes are critical for us to get Treatable animals out of the shelter to reduce overcrowding and rehabilitating those animals so they are ready to be placed up for adoption. Many foster homes also focus on getting their fosters adopted outside of the shelter environment. We are always looking for more foster homes and target our recruitment efforts on our website, at events, in our facilities through posters/brochures and by providing fosters with more of the materials they need to be successful (formula for bottle babies, more medical care, etc). By being able to provide fosters with better medical support in-house, more fosters are able to foster more pets and we've seen our foster retention improve.

### **Sun Valley Animal Shelter**

With our foster homes, our fosters are able to help relieve stress for the dogs and cats that come into our facility that are fearful, provide socialization and help care for the animals that need their medical care treatments in a home environment. Many of our employees do foster. To recruit additional fosters we advertise our need on our website and we also utilize social media outlets such as Facebook, but we would like to advertise more in the future. Some of our fosters that have fostered a dog or cat that have had some difficulty finding their forever homes have adopted their fosters. Our foster homes are critical in helping us socialize very timid and unsocial dogs or cats because of our

dedicated fosters these animals have been able to feel safe and with their social skills strengthening we've been able to place these dogs and cats into homes.

## Adoption Venues

### Maddie's® Adoption Center

By actively participating and bringing their animals to the Maddie's® Adoption Center to be adopted, Partners are able to open up additional kennels within their facilities, freeing up their foster homes and increasing their capacity to intake additional animals from the open intake shelters, MCACC and AHS. With most Partners located in the Central Valley, Partners are able to reach communities outside their primary target area, providing awareness to the East Valley about their organization and the many wonderful animals they have available for adoption.

	Adoptions at Maddie's® Adoption Center Yr 9
AzARS	28
AAWL	90
HALO	86
HFG	53
<b>TOTAL</b>	<b>257</b>

### *Adoption Outlets: PETCO and PetSmart*

A majority of our Partners utilize local PETCO and PetSmart stores as outlets for outreach to the public about their rescue, to provide information regarding animal welfare resources in the community and to showcase the animals they have available for adoption. This partnership with PETCO and PetSmart stores has been a roaring success, particularly for those Partners that do not have shelters of their own. With many people feeling overwhelmed entering shelters and local shelters being too far from their homes, by coming to potential adopters and providing a more welcoming environment from their perspective Partners are helping potential dog and cat owners choose adoption first!

## ADOPTION EVENTS

### Partner Initiated Event Strategies

#### Almost Home Az Boxer Rescue

When attending events our focus is to educate the community with regard to the myths that all animals entering shelters are mixes and the potential of adopting a purebred from a shelter is improbable, we aim to debunk those. It's always our priority to provide the public with the resources for spay/neuter, we believe that at any point you are able to sway a person to alter their pet, this is a success!

#### Arizona Animal Rescue and Sanctuary

Even though AzARS does not regularly attend offsite community adoption events, when we do have the opportunity to attend we are eager to share who we are and how the general public can get involved in the animal welfare community, helping save lives. Partnering with PetSmart and PETCO, has given us the ability to showcase the animals we have available for adoption to the community, by bringing our dogs to these locations this allows us to interact with the public, provide resourceful information and help advocate pet adoption and adopt out many wonderful dogs!

### Arizona Animal Welfare League

At each event our focus is on adoptions (number based on size of event and attendees), public awareness and driving traffic to our shelter. We have successfully maintained our adoption numbers while preparing for major growth in early 2012 and have seen continued success with our mega adoption events. We are always looking for ways to bring attention to our programs and to attract increased positive publicity. Sometimes events can get 'lost' with the media because so many organizations are seeing the benefits of large adoption events. Facebook has been an effective way to get the word out and share our message. Off-site adoptions with PetSmart and PETCO have been wonderfully successful – especially with cats. These stores are such a great opportunity to save more lives and reach potential adopters that may have never heard of our organization before.

### Arizona Humane Society

When attending each event we always strive to spread the word about AHS (what we do & our mission) and to adopt animals into happy, safe & healthy homes. Offsite adoption events are not always successful in terms of number of animals adopted, but we are always able to promote the AHS and the services that we offer to the community. Having increased media coverage at our offsite events would assist in getting more animals adopted.

### Finding Fido

We had a weekly goal of 11 adoptions each week this year no matter how many events we attended and most of the time we met or exceeded that goal. Increasing the advertising electronically was the most crucial to our successes and also making sure that we were able to offer a wide selection of dogs to potential adopters. PetSmart is our major outlet for our adoptions. In fact, 95% of all adoptions were done at PetSmart. For Year 9 we were at PetSmart every Friday, Saturday and Sunday doing adoptions.

### Foothills Animal Rescue

Our goal is the same with every adoption event and every day at the shelter – to get as many dogs adopted as possible to the best home to ensure a minimal rate of return. We've had a steady stream of adoptions from our PetSmart events (a little slower in the summer) and have had as many as six adoptions at a single PAC911 community event. Now that we have trained our adoption counselors properly and have a good plan in place, the only change we will be making in 2012 is to attend more community adoption events whenever possible. By partnering with PetSmart, we have gained some good exposure within the community and have even recruited a few new volunteers. Our relationship with PetSmart is one we value. We have not had as much success with PETCO adoptions as the only location that has committed to us suffers from low traffic due to its location and accessibility. We went three months without an adoption, thus unfortunately for these reasons we had to pull out from this location.

### Helping Animals Live On

This past year we were able to add two additional PETCO locations and two PetSmart locations, bringing our total offsite locations for cats up to 13. We also added a second PetSmart location on Saturdays and Sundays for dog adoptions.

Early on in November of 2011, we conducted a large scale 2-day adoption event with AAWL/SPCA, PetSmart Charities was the sponsor. This is the second year we've done this event. HALO adopted 178 dogs and cats at this event. Because of endeavors such as these and continuing to strengthen our partnerships with PETCO and PetSmart we were able to increase our number of adoptions, nearly 10% of our dogs were adopted at these locations and nearly 40% of our cats.

Our goal at events is always to adopt out as many animals into good homes as possible, but we always strive to increase the general public's awareness of our organization and the resources we have available.

### Home 'Fur' Good

While we always have the goal of finding homes for the pets we take to an adoption event, we realize that when there are 50-60 groups present, adoptions might be limited. But we use the events to increase our name recognition to the public and to have an opportunity to network with other groups. We need more volunteers that are willing to attend these events so we have a greater opportunity to showcase our pets. Our partnership with PetSmart stores for adoptions on the weekends is a huge benefit to our organization; I would say that at least 80% of our adoptions take place either at PetSmart or as a result of one of our pets being seen at PetSmart. Approximately, 275 of our adoptions this past year have been adoptions that took place at PetSmart stores.

### Humane Society of Wickenburg

At each event we attend, we always strive to improve our awareness within the community and share with the public the resources we have available and of course to make them fall in love with our dogs and cats up for adoption. The Big Dogs Rock event was an event we attended that brought an adopter up from Phoenix who adopted a German shepherd who had been with us for over a year. We believe it is essential to attend events even if they aren't specifically adoption events, you just never know where potential matches can be found.

### Maricopa County Animal Care and Control

When attending events our aim is to always place homeless pets in appropriate forever homes, raise awareness and educate pet owners. Overall, we have increased adoptions outside of our main shelters by 20% by shifting our focus to more "permanent" non-shelter adoption centers, such as Under One Woof, our mall adoption center and our satellite PetSmart Charities adoption center. With our shifted focus we have seen a decrease in the number of offsite events we've been able to attend when compared to previous years. We're working on creating a volunteer team dedicated to mobile events so that we're able to attend more offsite events in the future.

### Sun Valley Animal Shelter

Our goals are always to inform the public about our organization, what we do and where we're located. We also like to educate the community about responsible pet ownership and spaying and neutering. From our viewpoint every event we attend is successful. We always meet new people who have the potential to spread the word about our shelter. We would always like to increase our advertising efforts when attending events so that the community is aware of our attendance. With our partnership with our local PetSmart store we're always able to stay in touch with our community's needs for their pets and are also able to educate the community as well.

## **ADOPTION STRATEGIES**

### **Partner Adoption Strategies**

#### Almost Home Az Boxer Rescue

*Total Adoption Goal: 68*

*Total Adoption Performance: 60*

As we do not have our own facility, our partnership with PETCO/PetSmart stores is vital to finding homes for our dogs available for adoption, these locations are our biggest 'one stop viewing' venue for the general public. Even though we do not do actual adoptions onsite as we require home visits prior to adoption, many of the people who see us at the stores, apply days later. The economy has affected our adoption numbers, as our adoptions remained relatively the same as last year.

We have currently banked our subsidies but will eventually use them for vet purposes to alter and bring our rescues back to health and ready for adoption. Most of the rescues we take are either UU or TR/TM and need above average health care.

### **Arizona Animal Rescue and Sanctuary**

*Total Adoption Goal: 290*

*Total Adoption Performance: 225*

With a committed and dedicated group of volunteers and fosters we were able to increase our intake capacity by 18.5% and saved 36 more lives. With our partnership with PetSmart and PETCO we have continued to be able to showcase our dogs that are available to the public, which would have been otherwise more difficult as AzARS is completely foster based. By having an adoption venue for our animals, it lessens the pressure on our volunteers to solely be the primary advocates to finding their fosters' a home. We've also used social media outlets as another avenue to reach the public online about AzARS; this is another opportunity to provide outreach to the community that might not otherwise have found out about AzARS.

We used our subsidies to cover the medical care costs of animals under AzARS' care.

### **Arizona Animal Welfare League**

*Total Adoption Goal: 2,900*

*Total Adoption Performance: 2,861*

We continue to feature all animals that are available for adoption on our website. This has proven to be the most effective way to attract potential adopters to our shelter. Mega adoption events such as Empty the Shelter & PetSmart Charities 'People Saving Pets' and implementing multiple discounted and waived adoption fee events throughout the year have been extremely successful. Utilizing Facebook has increasingly become a valuable tool to driving people to our shelter. We hope that in the future we can permanently reduce kitten and cat adoption fees.

We have used our subsidies to help off-set the additional expenses incurred when offering discounted and fee-waived adoptions.

### **Arizona Humane Society**

*Baseline: 14,374*

*Total Adoption Performance: 11,620*

To increase our adoptions, we added another retail/adoption location at Desert Sky mall and we also ran multiple adoption specials several times during the year. Our adoption specials with lower prices were very successful this past year. Our new Desert Sky mall location was also very successful in adopting animals. In the future we would like to implement joint adoption specials with other partners which would be a great way to increase awareness of pet adoption in the community as well as finding many homeless pets good, happy homes.

We used our subsidies to promote further adoptions of our shelter animals.

### **Finding Fido**

*Total Adoption Goal: 500*

*Total Adoption Performance: 489*

Year Nine was a great year for our rescue in that we added more volunteers for fostering our animals which allowed us to provide a better variety to the public for adoption. This in and of itself was a way to increase adoptions but we also started using online means to advertise our adoption locations and what types of dogs we would have available each week. These ads ran daily and were seen by adopters from all over the Phoenix valley area, resulting in numerous adoptions and gaining Finding Fido a broader adoption audience.

Our adoption subsidies have been used to provide more medical care for those animals that would otherwise have been euthanized for their conditions. The funds really allowed us the year to get financially viable to run on our

own. Even though the Project has come to an end we had the opportunity to construct a solid foundation underneath us so that operating in the future was possible.

### **Foothills Animal Rescue**

*Total Adoption Goal: 750*

*Total Adoption Performance: 492*

To increase adoptions, we formed new partnerships with pet retailers such as Pet Planet and Kosmos Dog House. We also continued to build our relationship with PetSmart, added additional dates in addition to adding a second store to host adoptions on a regular basis. We also signed up for additional PACC911 community adoption events than we ever have. This year we began to utilize social media, such as Facebook and Twitter to promote our animals that are up for adoption. It appears that all of these methods have worked, although there are always peaks and valleys with adopting pets. We are looking to participate in more community events as well as events being held on weekdays.

We have earmarked all subsidy monies from Maddie's® for any and all necessary medical treatments for our shelter animals.

### **Helping Animals Live On**

*Total Adoption Goal: 3,070*

*Total Adoption Performance: 3,103*

As of October 31st, 2011, our cat adoptions are up 25% and dog adoptions are up 40% over the same time period last year. Below are the ways we were able to accomplish this large increase:

- Throughout the year we had many adoption specials with reduced adoption fees, waived fees on adult cats and specials with different lengths of time (one day, weekend, all month, 17 days for our 17th birthday etc). We also conducted a large scale 2-day adoption event with AAWL/SPCA, PetSmart Charities was the sponsor. This is the second year we've done this event. This year we adopted out a total of 269 (91 AAWL and 178 HALO).
- We added two PETCO locations and two PetSmart locations, bringing our total offsite locations for cats up to 13. We added a second PetSmart location on Saturdays and Sundays for dog adoptions.
- We also added housing capacity by creating a first-of-its-kind license agreement with MCACC West side shelter and are currently using 40 dog kennels and 20 cat kennels to provide care for MCACC's Treatable population. By doing this we've been able to increase our population that is available for adoption.

Our plan for growth will likely include adding additional holding space so we can continue to have larger numbers of dogs available for offsite events if we can gain the funding needed to do so.

We have used our adoption subsidies to help care for and prepare 40% more cats and 25% more dogs for adoption than we did in the previous year. This included providing staff care, medical care, transportation and housing.

### **Home 'Fur' Good**

*Total Adoption Goal: 500*

*Total Adoption Performance: 430*

We added a third PetSmart store this past year and began doing additional adoptions at our shelter during the week. Though we are grateful to have the third PetSmart store, we saw a greater amount of foot traffic and adoptions by holding appointments at our shelter facility. To increase the amount of adoptions that we do each week at our shelter we are looking at ways to strategically schedule our volunteer adoption counselors at our shelter. Since we are a very young organization, some of the subsidies we received were used for day to day operational expenses, but we did manage to put about 5% into our savings account for emergency vet expenses.

## **Humane Society of Wickenburg**

*Total Adoption Goal: 164*

*Total Adoption Performance: 119*

Some of our adoption strategies this past year included:

- Off site adoption events, on site special events such as Big Dogs Rock and Seniors for Seniors;
- Waiving adoption fees for cats for a Fall promotion;
- Santa Pet Pictures;
- Attending community events with dogs as permitted;
- Monthly color posters posted throughout the community;
- Visits to schools in the area;
- Promoting national adoption occasions

What we would like to modify is to recruit retired educators to do more classroom education with the animals and to also add more opportunities for special events.

We have used our subsidies for the promotion and operation of all of our events.

## **Maricopa County Animal Care and Control**

*Baseline: 16,245*

*Total Adoption Performance: 13,564*

By reducing adoption fees, waiving adoption fees for adult cats, opening two satellite offsite adoption centers and having mobile adoptions on a limited basis we were able to adopt out 29% of the animals entering our facilities when compared to 27% in the previous year. All of our strategies that we implemented in Year 9 were successful, reducing our adoption fees and waiving our fees worked the best. We hope to develop additional resources to increase support at our offsite adoption centers and to be able to increase our more mobile offsite efforts.

We intend to place our subsidies towards medical/animal care/foster supplies.

## **Sun Valley Animal Shelter**

*Total Adoption Goal: 872*

*Total Adoption Performance: 738*

There were many groups in the Valley that implemented priceless adoptions or adoption specials, even with implementing our own specials we weren't able to match those lower adoption fees which did affect our number of adoptions. To increase adoptions we did our best to intake animals that we knew our potential adopters were looking for. To increase awareness of our organization in the greater community, moving forward we need to place more resources into advertising initiatives so that we may increase the foot traffic into our shelter. We used our subsidies for spays and neuters.

## **Individual Partner Fundraising Strategies**

### **Almost Home Az Boxer Rescue**

This past year, we've been selling greeting cards and hosting yappy hours at local pet friendly establishments for donations.

### **Arizona Animal Rescue and Sanctuary**

We do ask for donations at our PetSmart and PETCO locations and at any community event we attend, but we have not implemented a dedicated fundraising program.

## Arizona Animal Welfare League

Throughout the year we have multiple signature events such as Walk to Save Animals, Evening to Paws and Unleashed. We have several direct mail appeals each year, send e-mail blasts and have focused on Planned Giving.

## Finding Fido

We are a small organization so we do not have any huge campaigns. We rely on adoption fees for our day to day needs and if we have special needs we create story boards that are displayed at adoption events. In the event that specific dog is able to come to adoptions during their wait for their medical needs then we bring the dog so that the public can see who they are helping with their donation.

## Foothills Animal Rescue

We have our signature Pasta Dinner event every January and our bowling event in August. We also raise funds through various third party events such as book signings, craft fairs and raffles and submit numerous grant proposals; we are planning a golf tournament for 2012.

## Helping Animals Live On

During Year 9, we utilized the following fundraising initiatives:

- We increased our direct mail acquisition mailings over 2010's mailings.
- We put donation jars in all the My Sister's Closet/Attic/Well Suited locations.
- We created a Friends Forever program to help receive funding thru bequests that are related to taking in a person's pet when they die.
- We had the Hummingbird Home Tour, our first annual home tour, raising \$15K net.
- We had a poker tournament called Bets for Pets.
- We had a Groupon for \$10 each, selling 215.
- We swapped out our PayPal drive donation page for a much more appealing page where donors can make direct donations without a PayPal account.
- We also added different cards that people can buy for pet lovers as a gift, a memorial card for people and a memorial card for animals that have died.
- We continued having donation jars in all Danny's Family locations.
- We increased space in our thrift store in order to increase the room we had to showcase items for sale.
- We joined Goodwill's car donation program where we receive 70% of the proceeds for cars that people sell to raise money for HALO.
- We began charging volunteers \$20 to sign up to volunteer to help cover the cost of their t-shirt and info packets.
- Began selling ID tags at the shelter.
- Became better at asking for a higher donation with many owner surrenders including returns.

## Home 'Fur' Good

Our primary focus this year was to have quarterly dine out events divided out throughout the year: 4 medium size efforts (calendar, 2 garage sales and a Christmas in July & Golf Tournament), and one large event our Homecoming Festival.

## Humane Society of Wickenburg

To raise donations for our shelter, we held a dog wash, trail ride, yard sale, Dog Walk & Golf Tournament as well as many raffles throughout the year.

## Sun Valley Animal Shelter

Currently, we have “Benefit Wines,” we purchase special items for sale, perform direct mailings and implement off-site events.

## **MADDIE® RECOGNITION**

Ensuring that the Project Partners all participated in Maddie® Recognition during Nine, 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 Nine with:

- Provided a link on Maddie’s® Projects in Maricopa County website [[www.commonpaws.org](http://www.commonpaws.org)] to Maddie’s® website and provided Maddie’s® Fund Website Information.
- Ensured that the Partners 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 Nine by:

- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie’s® Fund logo on website.
- Used the Maddie’s® Fund ‘Adopt Me’ vests at events.
- Use of Maddie’s® Projects banner stands at events.
- Provided adopters with information on Maddie’s® Projects.
- Disseminated Maddie’s® Projects frisbees.

### Arizona Animal Rescue and Sanctuary

AzARS recognized Maddie’s® Fund and ‘Maddie’®, the dog that made it all possible, for their support:

- Link to [www.commonpaws.org](http://www.commonpaws.org) on website.
- AzARS actively utilizes the Maddie’s® Fund ‘Adopt Me’ vests provided by the Project.

### Arizona Animal Welfare League

AAWL recognized Maddie’s® Projects, through:

- Use of the Maddie’s® Projects Tents at adoption events.
- Use of Maddie’s® Projects banner stands at events and shelter lobby.
- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie’s® Fund logo on website.
- Used Maddie’s® stickers & Maddie’s® Tail Wag books.
- Used the Maddie’s® Fund ‘Adopt Me’ vests at events.
- Provided adopters with information on Maddie’s® Projects.

## Arizona Humane Society

AHS recognized Maddie's® through:

- Link to [www.commonpaws.org](http://www.commonpaws.org) on website.
- Used Maddie's® "Adopt me" vests at events.

## Finding Fido

Finding Fido has recognized Maddie's® by:

- We used the Maddie's® stickers and Maddie's® Tail Wag books to engage the young in the rescue work. Many times it led to conversations with their parents as to what Maddie's® Projects is about and how Maddie's® helps in reducing euthanasia in our community.
- Link to [www.commonpaws.org](http://www.commonpaws.org) on website.

## Foothills Animal Rescue

Foothills has recognized Maddie's® in Year Nine by:

- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website, featured link on our Facebook and Twitter feeds.
- Use of Maddie's® Projects banner stands at events.
- Used Maddie's® "Adopt me" vests at events.
- We would also mention our involvement with Maddie's® Projects at all our new volunteer orientations and adoption counselor training so our volunteers would be informed of our community involvement and at our board meetings and at any speaking engagements we had.

## Helping Animals Live On

HALO has recognized Maddie's® Projects in Maricopa County throughout Year Nine:

- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website.
- Used Maddie's® "Adopt me" vests at events.
- We have a page on our website that talks about the Maddie's® Project and has a link to the Maddie's® Fund website as well. We also send a letter every year to the foundation thanking them for all their help and have their name in our donor recognition frame in the lobby.

## Home 'Fur' Good

Home 'Fur' Good recognizes Maddie's® through:

- Use of the Maddie's® Projects Tents.
- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website.
- Used Maddie's® stickers & *Maddie's® Tail Wag* books.
- Provided adopters with information on Maddie's® Projects.
- In our rescue brochure, we mention that we are a Maddie's® Projects Partner.
- We mention and explain what Maddie's Projects® is in our new volunteer manual.

## Humane Society of Wickenburg

The Humane Society of Wickenburg recognized Maddie's® in Year Nine:

- Providing adopters with information on Maddie's® Projects.
- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website.
- Used Maddie's® stickers & Maddie's® Tail Wag books.

## Maricopa County Animal Care and Control

MCACC has recognized Maddie's® Projects in Maricopa County throughout Year Nine:

- Use of Maddie's® banner stand at events and shelter lobby.
- Used of Maddie's® stickers and Tail Wag Books.
- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website.
- Provided adopters with information on Maddie's® Projects.

## Sun Valley Animal Shelter

SVAS has recognized Maddie's® Projects in Maricopa County throughout Year Nine with:

- Use of Maddie's® banner stand at events and shelter lobby.
- Link to [www.commonpaws.org](http://www.commonpaws.org) along with the Maddie's® Fund logo on website.
- Used Maddie's® "Adopt me" vests at events.
- Used Maddie's® stickers & Maddie's® Tail Wag books.
- We recognized Maddie's® in our shelter brochures and other printed handouts.