



## **Maddie's® Pet Rescue Project Mobile, Alabama YEAR SIX ANNUAL REPORT January through December 2010**

### **OVERVIEW**

This Project is a coalition of humane organizations, supported by Maddie's Fund®, which is working to end euthanasia of healthy and treatable dogs and cats in the City shelter by 2015. The participating organizations in the Mobile, Alabama project are:

**Mobile SPCA** (lead agency; adoption guarantee agency)

**Animal Rescue Foundation** (adoption guarantee agency)

**Friends of the Mobile Animal Shelter** (adoption guarantee agency)

**City of Mobile Animal Shelter** (municipal animal control agency and shelter)

**Lead Agency** Mobile SPCA (MSPCA)

**Geographic Area** The City of Mobile is in the second largest county in the state. Mobile is known for its bustling Port of Alabama. The County is located in the extreme southwestern corner of the state, covering over 1,200 square miles. It is bordered on the east by Mobile Bay and the Mobile Tensaw River Delta, the largest inland delta in the nation; on the south by the Gulf of Mexico, and the west by Mississippi.

**Population** 195,111 (2010 Census)  
Based on the 2010 census data published on February 25, 2011, the City of Mobile's population fell 2% over the past decade despite recent expansions of its city limits. Mobile County overall had a 3% rise in residents but was overshadowed by a 30% jump in neighboring Baldwin County, a more affluent area, which added 41,850 residents between 2000 and 2010.

**Our Vision** To create a no-kill community in the City of Mobile in which all healthy and treatable shelter dogs and cats are guaranteed a loving home.

**Business Statement** By ending healthy and treatable deaths in the City shelter by 2015.

**Values Statement** To promote honesty, integrity and mutual respect among coalition members and with the veterinary community.

## 2010 Project Overview

Year 6 Actual 2010						
	Baseline	Year 6 2010 Actual	Diff +/- from baseline	% Change	Year 6 2010 Goal	Actual as % of Goal
<b>INTAKE</b>						
AG-From AC	166	1,286	1,120	675%		
AG-From Public	907	1,141	234	26%		
<b>Total AG</b>	<b>1,073</b>	<b>2,427</b>	<b>1,354</b>	<b>126%</b>		
AC-From Public	8,843	5,571	-3,272	-37%		
<b>Total Public Intake</b>	<b>9,750</b>	<b>6,712</b>	<b>-3,038</b>	<b>-31%</b>		
<b>ADOPTIONS</b>						
AG	983	2,256	1,273	130%	3,603	63%
AC	1,599	774	-825	-52%	1,839	42%
<b>Total Adoptions</b>	<b>2,582</b>	<b>3,030</b>	<b>448</b>	<b>17%</b>	<b>5,442</b>	<b>56%</b>
<b>EUTHANASIA</b>						
Healthy Deaths	2,600	0	-2,600	-100%	0	100%
Treatable Deaths	2,605	658	-1,947	-75%	2,345	356%
<b>Total Deaths</b>	<b>6,682</b>	<b>3,025</b>	<b>-3,657</b>	<b>-55%</b>	<b>3,822</b>	<b>126%</b>

### **Zero Healthy Death Initiative**

The Maddie's® Pet Rescue Project achieved its Year Six goal by making Mobile, Alabama an "adoption guarantee" city for all healthy shelter animals. No healthy shelter animals were euthanized. The treatable death goal was also reached and in fact was 75% below baseline or 1,687 animals under projection. Total euthanasia was 55% below baseline or 797 animals under projection. The Project made significant progress in meeting and exceeding these goals despite a difficult year.

### **Statistical Analysis**

Adoptions in 2010 continued to be slow-- there were 357 fewer adoptions when compared to 2009. The Gulf oil spill, the lagging economy, high unemployment, home foreclosures all impacted adoptions in 2010. Every partner struggled to place dogs and cats throughout the year. Partners commented that attendance was still down at events, especially after the oil spill which occurred mid-April 2010. Although the Project exceeded baseline adoptions by 17%, only FOMAS met and exceeded their adoption goal.

In a recent report published by [CNNMoney.com](http://CNNMoney.com), Mobile was named as one of the 10 foreclosure hotspots which estimated that one in every 56 homes in Mobile was in foreclosure and that the number of foreclosures increased 28% in 2010 compared to 2009. The report reinforced what was happening in Mobile by citing the slow economy, job losses and the BP oil spill as contributing factors which placed Mobile on the list as a hotspot in the foreclosure ranking.

Every group held extra adoption events and promoted the harder to place animals on their websites and Facebook pages. Ads were placed weekly in the classifieds to help increase adoptions. PetSmart, one of the primary adoption venues, reported that retail sales and store traffic was very slow as well. Each partner worked very hard throughout the year, and in spite of the continued recession, 3,030 animals were placed.

In 2010, there were 6,712 intakes compared to 7,848 in 2009, a difference of 1,136 animals. City shelter intakes were 37% below baseline. 20% (1,345) of the City shelter's intakes were owner

relinquishments. Every effort was made by the shelter staff to help these individuals keep their pets by offering resources such as referring them to a pet food pantry for free food and they provided training and behavioral fact sheets. AG groups also provided the same information and offered free “courtesy listings” on Petfinder to help these owners re-home their own pets. Unfortunately the economy and the lack of financial resources to care for and/or seek veterinary care were cited as the primary reason for giving up pets. Prior to 2010, the animal shelter did not differentiate on their reports whether intakes were strays, owner relinquishments, etc.

Public intakes by AG groups increased by 26%; 1,286 animals were transferred from the shelter to the AG partners, a 675% increase over baseline or 159 more than what was transferred in 2009.

## **Progress on Project Objectives**

### **I. Increase Adoptions**

#### **Maddie’s® Coalition Adoption Events**

Six Maddie’s® Pet Rescue Project sponsored coalition adoption events were held Year Six in addition to two special “Free Over Three” promotions. All events were supported and promoted with advertising. Refer to pages 6-7 for details. These six events accounted for 272 adoptions compared to 255 in 2009.

Four of the Maddie’s® coalition adoption events were returning events from Year Five: *PetSmart’s Valentine’s Adoption*, *PetSmart’s National Spring Adoption Weekend*, *PetSmart’s National Fall Adoption Weekend*, and the signature event for the coalition, *Maddie’s® Pet Palooza*. Two events, the *Howl’Oween Midnight Madness Mutt Adoption* and *PetSmart’s Second Chance for Love Adoption* were new events for the Project.

In an effort to get ready for the annual puppy and kitten season and to free up kennel space, the Maddie’s® Pet Rescue Project partners offered special deals on dogs and cats. The Maddie’s® “Free Over Three” promotion was held in both April and August. Partners waived the adoption fees on dogs and cats the groups have had up for adoption for 3 months or more. Potential adopters were still required to meet application requirements. In April, 42 out of 102 eligible dogs and cats were adopted and in August, 23 out of 90 eligible were adopted as a result of these promotions. No doubt this promotion helped to increase the 2010 adoptions for some of the harder to place dogs and cats that had been in our care 3 months or longer.

Event	Date	# of Adoptions				
		ARF	FOMAS	MSPCA	City	Total
PetSmart National Valentines Adoption Weekend	February 12	16	8	13	0	37
PetSmart National Spring Adoption Weekend	May 1	18	2	14	0	34
Pet Palooza	June 5	38	12	16	7	73
Free over Three Promotion	April	8	3	7	24	42
Free over Three Promotion	August	10	3	5	5	23
PetSmart National Fall Adoption Weekend	September 10	17	2	11	0	30
Howl’Oween Midnight Madness Mutt Adoption	October 30	1	0	6	0	7
PetSmart National 2nd Chance for Love Adoption	November 12	11	5	10	0	26
<b>Total</b>		<b>119</b>	<b>35</b>	<b>82</b>	<b>36</b>	<b>272</b>

Petfinder.com upgraded their system right before Christmas; their system was down for at least a week and it impacted everyone’s ability to add and promote new animals during the holiday season.

## Individual Adoption Events & Programs

All partners held regular adoption events throughout Year 6 at their facilities and at PetSmart, PetSupplies Plus and B&B Pet Stop. Most of the partners also held individual special events to help increase adoptions.

Organization	Baseline Adoptions	Y6 Adoption Goal	Y6 Adoption Actual	% of Goal
ARF	228	886	435	49%
FOMAS	100	386	390	101%
MSPCA	655	2,331	1,431	61%
City of Mobile Shelter	1,599	1,839	774	42%
<b>TOTAL</b>	<b>2,582</b>	<b>5,442</b>	<b>3,030</b>	<b>56%</b>

MSPCA and FOMAS participated in a special adoption in January that was held at a car dealership. The Project Safe Pets adoption was sponsored by local FOX television and Eastern Shore Toyota, who paid for all of the promotional media. The weather was frigid that day (in the 20's with the wind chill), however the event was well attended and 10 dogs were placed. Both groups participated in a second special adoption event at this same venue in March. Even though there was a lot of publicity generated by the car dealership and the weather was better than the first event, we don't understand why the turnout was not as good; only 3 dogs were adopted.

### ARF

ARF held regular adoptions at PetSmart, Pet Supplies Plus and B&B Pet Stop. New adoption dates and venues were added throughout the year in order to help increase adoptions.

- After the mid-year point, the ARFAnage increased its hours for adoptions from 3 days a week to 5 days and by appointment. Adoption flyers and promotions help spread the word of their new hours.
- In an effort to increase cat adoptions ARF waived their cat adoption fees in March. It was promoted at their regularly scheduled adoption events. There were only 3 cats adopted. Should they conduct another promotion like this, it was suggested by the lead agency that they should expand their promotional efforts to include newsletters, website, etc.
- ARF held a special "Fat Cat" adoption and adopted 2 cats. They will evaluate whether to hold this event in the future.
- ARF's animals attended fundraising events in the hope of finding a home through exposure. At the Wiggle Waggle Walk four animals were adopted.
- ARF held special adoptions at the South Alabama Spay and Neuter Center's grand opening and at the Watermelon Patch, a local children's party/play center. Though these events did not result in any animals being placed, it did raise awareness and money for the organization.
- Despite these increased activities ARF only placed 435 dogs and cats in 2010— 70 fewer adoptions than in 2009.

### FOMAS

FOMAS held regular pet adoptions at PetSmart, Pet Supplies Plus and B&B Pet Stop. New adoption dates and venues were added in order to help increase adoptions.

- FOMAS held two new offsite adoption events at Bel Air Mall. One was held on March 6<sup>th</sup> and 5 dogs were placed. The other was held on Mother's Day weekend and 1 cat was adopted.
- FOMAS held an adoption event at Eastern Shore Toyota in June. 1 dog was adopted.
- FOMAS experienced an increase in onsite adoptions during the week now that they have volunteers staffing the office consistently. They began these hours in early June.

- FOMAS ran a large color print ad that featured 15 FOMAS dogs available for adoption in the *Mobile Press Register* mid-August. 25 FOMAS and City shelter dogs were adopted as a result (11 FOMAS and 14 city shelter dogs).
- FOMAS participated in the Saraland Pets in the Park community event. No dogs were adopted.
- FOMAS participated in the Spring Hill “Christmas on the Hill” event by holding a small pet adoption. They adopted 5 out of the 6 dogs they brought.
- As a result of these increased activities FOMAS met and exceeded their goal by 4 and placed 390 dogs and cats in 2010— 45 more adoptions than in 2009.

## **MSPCA**

The MSPCA held regular pet adoptions at PetSmart and at their onsite adoption center. Several special adoption events were held to help increase adoptions.

- 53% of the MSPCA dogs adopted came from the MSPCA’s onsite adoption center.
- The MSPCA utilized their Whisker Wagon to hold many offsite events to help increase adoptions and awareness of the organization:
  - Participated in the Port City Craftsman’s spring craft show at the Abba Temple. The event was poorly promoted and not well attended. No dogs were adopted that day.
  - Participated in the Community Fitness Challenge held at the Medal of Honor Park. The event featured booths and healthy living demonstrations. 1 dog was adopted.
  - Participated in a Regions Bank grand opening. 3 dogs were adopted and people were also referred to the PetSmart adoption the MSPCA was holding at the same time in the same shopping center.
  - A special adoption and dog wash fundraiser was held at the Keller-Williams Realty office to promote their community service day. 3 dogs were placed and donations of cash and pet items were collected. Keller-Williams has become a strong supporter of the MSPCA and employees have subsequently adopted 4 dogs.
  - Participated in the Charitable Pharmacy’s *Feeling Lucky Adopt a Ducky* event held at Providence Hospital. 1 dog was adopted.
- The MSPCA held a special Adopt a Shelter Cat promotion during the last two weeks of June. 36 cats were placed. Because of its success the promotion was extended through August. 118 cats and kittens were adopted as a result of the promotion.
- The MSPCA took advantage of the July 4<sup>th</sup> holiday weekend and the oil spill (which was keeping people at home for the holiday) by holding a special “Star Spangled Puppy Adoption” event. The day exceeded expectations; 12 dogs were placed — 6 were adopted at PetSmart and 6 from the office.
- The MSPCA participated in the Mobile Pet Cemetery’s 1<sup>st</sup> Annual Pet Memorial Service. No dogs were adopted.
- To capitalize on the 3-day Labor Day weekend and help increase adoptions, the MSPCA held a special adoption event at their onsite adoption center. No animals were adopted that day. It is unlikely that they will hold this promotion again.
- Throughout the year certain MSPCA dogs and cats were featured and promoted on their website and Facebook page, in email blasts, and on the Pet of the Week segment on WKRG TV. Those featured in the television segment generated interest and calls and resulted in 36 dogs being placed.
- As a result of these increased activities the MSPCA placed 1,431 dogs and cats in 2010— 137 more adoptions than in 2009.
- Janine Woods had a discussion about the MSPCA adoptions with the new manager at PetSmart. Adoptions have declined since the installation of the puppy (now Martha Stewart) display in the center aisle thereby blocking the view of the pet adoptions held at the back of the store. He agreed to allow the MSPCA to place 10 to 15 smaller cages with quiet dogs in the front of the display that is closer to the front to direct people to follow the trail of dogs to the back of the store. Traffic increased as a result of this increased visibility at subsequent adoption events.

- The MSPCA held a Santa Parade and Pet Adoption in downtown Mobile (last year it was a Maddie's® coalition event). MSPCA dogs were walked in the parade to increase exposure for the group and the dogs available for adoption. 7 dogs were adopted that day, last year 8 were placed at the same event.

### **City of Mobile Animal Shelter**

The shelter held regular pet adoptions daily at their facility. Throughout the year they offered fee discounts and free dogs and cats specials to help increase adoptions.

- The cat room at the City shelter was remodeled at the beginning of the year. It did not make an impact on cat adoptions in 2010. The newly remodeled room has kept the cats healthier and happier. The public can view the cats from inside the building in air conditioned comfort, or outside the building through a large window, and the cats equally enjoy looking out at the activity at the entrance of the shelter.
- The shelter reduced their adoption fees over the summer by \$25 to help increase adoptions. While it did help generate some adoptions, it did not help to meet their baseline or adoption goals.
- The City animal shelter ran classified ads for free dogs and cats in the *Mobile Press Register*. The City shelter was going through kennel renovations and had to free up space. They reported that the free offer did not help to increase adoptions.
- In an effort to get more animals adopted and reduce overcrowding in the kennels, the City animal shelter held another *Free Over Three* promotion and adopted 13 dogs and 4 cats as a result.
- Despite these increased activities the shelter only placed 774 dogs and cats in 2010— 469 fewer adoptions than in 2009.

### **Advertising/PR/Promotions**

Coalition media campaigns were placed by the lead agency to boost adoptions and to serve as educational tools to help change the public's perception about the value of animals and shelters. The lead agency took every opportunity offered to speak on radio and TV about the project and adoption events.

All six of the Maddie's coalition adoption events and the two "Free Over Three" promotions were supported with the placement of PSA's and advertising. Print media and classified ads were placed in the *Mobile Press-Register*, the *Lagniappe*, the *Business View Weekly* and *American Classifieds*. Posters and flyers were produced and distributed to the partners, local retail outlets, pet stores, vet clinics and other pet friendly locations. Events were promoted on the partner website, Facebook and Twitter pages. Display ads were also placed in the Mobile Chamber of Commerce e-newsletter and on the Mobile SPCA website. Radio and television interviews were conducted. The MSPCA ran a Calendar of Adoption Events on their website, e-newsletter and mailed newsletter. Pre- and post-event articles were written and submitted to the newspaper and other media.

Coalition members promoted adoptions on their websites, newsletters, classified newspaper advertising and tabling events.

At each individual coalition event the Project's Maddie Airdancer was strategically placed outside of the building to catch people's attention and draw them into the adoption event.

ARF, FOMAS and the MSPCA attended the Mobile Chamber of Commerce's Business Expo. Over 200 chamber members participated with booths and 1,600 people attended the day-long event. The MSPCA's booth used a new display board that featured Maddie's® Pet Rescue Project in Mobile, the Adoption Center, information about spay/neuter and the Maddie's® S/N Program. Flyers were handed out and a drawing was held for a free surgery. 55 names were collected and each was followed up with either a phone call or email.

The partners were encouraged to participate in the Shelter Pet Project's "Celebrate Shelter Pets Day" on November 30<sup>th</sup>. Animal lovers were asked to post to Facebook telling the world about a great shelter pet they had known and loved. The MSPCA promoted the event on their Facebook page.

Janine Woods joined the Public Relations Council and attended meetings and workshops throughout the year to promote and raise awareness for the Project.

All Project partners continued to promote the Maddie's S/N Project at all events, through newsletters and flyers supplied by the lead agency. The MSPCA advertised the S/N Project as well as their reduced-fee spay/neuter program in local weekly newspapers as well through free and paid advertising (flyers, PSAs, newspapers).

## **ARF**

- ARF placed free classified ads weekly in the *Mobile Press-Register* promoting adoptions at the ARFanage 5 days a week and weekends at PetSmart. The ads also featured pets available for adoption.
- ARF appeared with pets for adoption in the weekly *Pet of the Week* segment on the morning news show, *Studio 10*, which airs on FOX 10 TV.
- Available dogs and cats were featured on their Facebook, website and newsletters.
- ARF made several radio appearances throughout the year on WABB 97.5 FM. The spots included information on upcoming fundraisers and adoption events.
- ARF recorded a 30 second television spot in March called "Speak Up" which aired throughout the year as a public service announcement with FOX 10 TV.
- ARF participated in the "Foster a Lonely Pet for the Holidays" program and placed 52 dogs in homes during the Christmas holiday. 11 dogs got adopted by their foster families.
- ARF revised their website and their website address is printed on all collateral material and is linked to their Petfinder.com page.
- Specific animals were featured in their newsletter, website and Facebook pages in order to get them placed.
- An ARF pit bull was featured in Rachael Ray's May issue of *Every Day with Rachel Ray* magazine. The "Rachael's Rescue" story featured the story of Jacob who was rescued and nurtured back to health by an ARF volunteer and subsequently placed in a loving home.
- ARF changed the adoption times for their regularly scheduled PetSmart events from 9:00 to 3:00 to 11:00 - 4:00. They determined they were getting a steady flow of people between 2:30 and 3:00 so they decided to extend their adoption time to help increase adoptions. ARF commented that overall their adoptions remained slow.
- ARF participated in the Pet Supplies Plus "Well Pet Day" event on June 19<sup>th</sup>. They did not have dogs for adoption but did have a table to promote ARF and sell small items for fundraising.

## **FOMAS**

- FOMAS continued to appear with pets for adoption in the weekly *Pet of the Week* segment NBC TV15.
- All of their offsite adoptions were promoted through the use of flyers, newsletters, e-newsletters, Chamber of Commerce media, Facebook and website pages.

## **MSPCA**

- The MSPCA placed free and paid classified ads weekly in the *Mobile Press-Register* promoting pet adoptions at the Adoption Center, at PetSmart and for spay/neuter.
- The MSPCA continued to run ads in new online media—E-bay Classifieds and Google Classifieds.
- Print ads were placed in the bi-monthly *Lagniappe* magazine. They may not have directly resulted in any adoptions but they have helped with name recognition.
- The MSPCA purchased engraved purple dog tags which contained the MSPCA's telephone and address. The tags were placed on the collars of dogs that were adopted. Used in addition to the

microchip tag, if a MSPCA dog was lost the finder had the information to contact either the owner or the MSPCA. The purple tags resulted in several MSPCA dogs being reunited to their adoptive families.

- The MSPCA produced stickers promoting spay/neuter, Facebook, Twitter, their website and 125<sup>th</sup> year Anniversary. These were applied to all adoption packets, folders and outgoing mail.
- Other new avenues to promote MSPCA pets include the purchase of a digital picture frame that runs continuously at B&B Pet Stop and a laptop. Pictures of available MSPCA animals were featured and information was provided that directed the viewer to the MSPCA. The laptop was used at several offsite community events, meetings and conferences.
- The *Pet of the Week* television segment featuring MSPCA dogs available for adoption aired twice a month throughout the year on WKRG-TV. Several of the dogs featured in the segment were adopted right after airing, including “Lucky” who the MSPCA had had for over a year and had been previously featured on the segment about six months earlier!
- To capitalize on the popularity of social media networking sites, the MSPCA started a Facebook and Twitter page, and included a link to both on the home page of their website. The page featured upcoming adoptions, fundraisers and animals available for adoption. At the end on 2010 the Mobile SPCA had 986 “friends.”
- Special flyers were produced and ads were placed in the classifieds to promote several large litters of lab puppies they had available for adoption throughout the year. Press releases featuring the “puppy specials” were also distributed to media.
- The MSPCA Adopt a Shelter Cat promotion was supported with display and classified ads placed in the *Mobile Press-Register* and the Chamber of Commerce e-newsletter and featured on the MSPCA website, Facebook and Twitter pages. Posters and flyers were distributed to local retail outlets, pet stores, vet clinics and other pet friendly locations. A press release was distributed to local media, and info was sent in an email blast and discussed in a television interview.
- In an effort to adopt some of the older lab puppies the MSPCA placed a newspaper ad featuring ½ off the adoption fee on select puppies. 1 puppy was adopted as a result of the special.
- The MSPCA participated in a two day “Bebo’s 21st Annual Blood Drive” event held at the local mall. A drawing for a free spay or neuter was held to capture names for follow-up and flyers for a \$10 off a spay or neuter surgery were handed out. The event was sponsored by the local CBS television affiliate WKRG-TV, the Red Cross and Bebo’s Car Wash. The event was promoted on television and radio.
- The Springhill College faculty and staff came to volunteer at the MSPCA for their “service day”. About 15 people came and walked dogs, cleaned and shopped in the Resale Shop.
- The MSPCA sent to 5,900 members and friends a postcard promoting the 125<sup>th</sup> Anniversary Open House, Rummage Sale, Southminster Mutt Show and the holiday Santa parade and adoption.
- The MSPCA took their Whisker Wagon to the annual Christmas tree lighting in downtown Mobile. It was a good venue to promote the organization and the animals available for adoption.

### **City of Mobile Animal Shelter**

- The City shelter placed weekly ads in the *Press Register* promoting adoptions and specific animals for adoption.

## **II. Reduce Euthanasia**

### ***Keep the Focus on Animal Control***

The City shelter animal control staff maintained open communication with the AG partners to make sure all healthy shelter animals were transferred to the partners to provide an adoption guarantee for all healthy and a large percentage of treatable City Shelter animals.

### **Transfers**

In Year Six the AG partners focused their efforts on the City shelter and 1,286 healthy and treatable animals were transferred to the partners from the shelter. The coalition was able to maintain the adoption guarantee for healthy dogs and cats.

### **Microchipping**

All animals available for adoption by the partners were microchipped prior to adoption. Microchips increase the likelihood that a lost pet will be reunited with its guardian, therefore spending less time at the shelter. The animal shelters, local veterinarians and the other animal agencies in Mobile County routinely scan for microchips on all incoming animals.

The benefit of microchipping pets was promoted by all of the partners. The City shelter and FOMAS routinely hold microchip clinics and the MSPCA sells certificates which are redeemed at a local vet clinic.

### **Reduce Shelter Intake**

#### **Maddie's<sup>®</sup> Spay/Neuter Project and Spay/Neuter Initiatives**

There were 3,109 spay and neuter surgeries performed in 2010 by Mobile County veterinarians through the Maddie's<sup>®</sup> Spay/Neuter Program. This is a 10% increase over 2009. 14,268 surgeries have been performed since 2005 thanks to this valuable grant program.

The Maddie S/N Program was actively promoted throughout this period which included the following:

- The MSPCA placed ads for the Program in the *American Classifieds*, the *Citronelle Call News* and *Mobile Press-Register* to promote the various options available for spay and neutering.
- Flyers were revised and distributed to the local animal shelters and Maddie partner groups. Flyers promoted the Maddie's S/N Program and listed the participating vets in Mobile County and on the reverse included a coupon for \$10 off the s/n surgery and free rabies vaccination for people who do not have a Medicaid card but need a low-cost alternative for their pets.
- Maddie's spay/neuter tables were set up at all adoption events and many community events to hand out information and answer questions on spay/neuter. Maddie's Tail Wag Activity Books were also given to children.

Effective January 1, 2010 FOMAS discontinued the Spay Days Clinic and instead offered spay and neuter funding for the City shelter animals. FOMAS funded 368 surgeries in 2010.

To combat the influx of animals during the Spring/Summer kitten and puppy season, the MSPCA conducted a variety of aggressive campaigns to promote spay/neuter. As a result of these combined efforts, 250 coupons were redeemed; assistance and low cost S/N info was provided by the MSPCA to an average of 200 people per month.

- MSPCA S/N coordinator Jan Bailey began calling people who ran ads in the classifieds for free kittens and puppies in an effort to promote spay/neuter. People were quite responsive to these calls. Flyers with coupons were mailed to pet owners who had animals that were not fixed.
- In May, the MSPCA offered a coupon for \$10 off spay or neuter surgery, a free rabies vaccine, nail clipping and pain medication with every spay/neuter surgery done at a local vet clinic. Flyers with coupons were distributed to B&B Pet Stop, the City and County animal shelters and sent in an email to 600 MSPCA supporters. Coupons were also available for downloading on the MSPCA and Facebook pages.
- In July, the MSPCA participated in a Val-Pak coupon packet which was mailed to 40K households in Mobile County. The insert featured a \$10 off coupon for spay or neuter surgery, a free rabies vaccine, a free nail clipping and pain medication with every spay/neuter surgery, a discount towards a purchase in the Second Chance Resale Store and \$10 off a microchip.
- The MSPCA placed spay/neuter ads in the *American Classifieds* and the *Citronelle Call News* to promote the various options available for the spaying and neutering of pets.
- Ads ran in new online media—E-bay Classifieds and Google Classifieds.

- S/N flyers were distributed and mailed to all callers responding to the classified ads.
- Jan Bailey attended a health fair held at the University of South Alabama and distributed information on S/N. The event was not well promoted and attendance was low.
- The City shelter sponsored a TNR educational program in March. Members from various rescue groups attended the informational session. Topics discussed included TNR, trapping, vetting, managing colonies and the need for spay/neuter funding.
- Lynne Fridley and Janine Woods approached the City shelter to promote TNR as an alternative to euthanasia of feral cats. We hope they adopt this procedure to reduce euthanasia of feral cat populations and to increase the Live Release rate. The Maddie staff continued to work with the City shelter and has provided coupons for S/N to help the public choose TNR as an alternative.

### **Healthy Adoption Guarantee**

No healthy shelter animals were euthanized and the zero healthy death goal was maintained in Year Six. The treatable death goal was reached and was 75% below baseline or 1,687 animals under projection.

The guidelines established by the Adoption Guarantee Plan and the Pet Evaluation Matrix were used to assess every shelter animal.

### **III. Sustaining the Project**

<b>Organization</b>	<b>2010 Fundraising Subsidy</b>	<b>Annual Set Aside Goal</b>	<b>2010 Set Aside Actual</b>	<b>% of Goal Achieved</b>
ARF	\$14,800	\$47,110	\$54,555	116%
FOMAS	\$6,453	\$20,483	\$20,000	98%
MSPCA	\$43,115	\$137,232	\$120,000	87%
Coalition	\$0	\$10,000	\$3,576	36%
<b>Total</b>	<b>\$64,368</b>	<b>\$214,825</b>	<b>\$198,131</b>	<b>92%</b>

### **Fundraising**

#### **Coalition**

\$3,576 was raised for the coalition in 2010. The sale of t-shirts raised \$2,281. Shirts were sold daily at the MSPCA office, at the MSPCA Spay-ghetti Dinner, a basketball game at the University of South Alabama, Pet Palooza and the Santa Parade adoption. \$1,295 was raised from the proceeds of Pet Palooza sponsorships and vendor booth space sold.

The Mobile SPCA, ARF, FOMAS and the City animal shelter were offered the opportunity to participate in a fundraiser to sell tickets for a private screening of the new movie *Cats and Dogs: The Revenge of Kitty Galore*. The MSPCA made \$54, FOMAS \$24 and ARF did not sell any. It is unlikely the partners will participate in an event like this again due to the poor response.

#### **ARF**

ARF set aside 116% of their Year Six goal. They were able to accomplish this goal by conducting a variety of fundraising activities, some new and some proven events from Year Five.

New fundraising initiatives raised close to \$15,000 for the organization. These events included:

- ARF's first annual Wiggle Waggle Walk event had approximately 380 participants and raised \$8,956. Due to the response, they plan on holding the event in 2011.
- ARF held a yard sale at a local church and raised approximately \$1,884.

- \$1,827 in sales came in from a previous boutique sale held late 2009.
- A golf tournament raised \$2,300.

Returning fundraisers generated close to \$90,000 for the organization. These events included:

- ARF's annual Woofstock event and raised \$56,435 for the organization. Close to 5,000 people attended the day-long event which featured live music, costume contest, vendor booths and food/drink.
- Bingo, which is held throughout the year for ARF raised \$30,900
- ARF's "Happy Tails" 2010 calendar, produced late 2009 raised \$2,079

### **FOMAS**

FOMAS set aside 98% of their Year Six goal. They conducted a variety of fundraising activities, some new and some proven events from Year Five. Some of the previous events (Antique Car Show and Silent Auction and Pets in the Park) were not held in 2010 because the events cost too much, attendance was down, and funds raised did not cover costs. This contributed to the shortfall in their set aside account in Year Six.

New fundraising initiatives only raised \$2,423 for the organization. These events included:

- FOMAS held a wine tasting fundraiser and raised \$380 and a paint party event which raised \$195.
- A fish fry to benefit the Gucci Memorial that they plan on building at the City shelter. The event was well attended and \$1,743 was raised.

Returning fundraisers generated \$6,665. These events included:

- Microchip clinics raised \$2,540.
- \$1,552 was raised through two newsletter appeals. The *Four Legged Forum* was mailed to approximately 2,000 households two times in 2010. The newsletters featured upcoming events and included their updated community stats along with an appeal for donations.
- Donation jars and dog/cat banks raised over \$2,573.

### **MSPCA**

The MSPCA achieved 87% of their set aside goal. They conducted a variety of fundraising activities, some new and some popular returning events from Year Five.

A new fundraising initiative generated \$9,015 in donations. The MSPCA mailed a year-end appeal for donations in early December.

Returning fundraisers generated over \$55,950 for the organization. These events included:

- The Mobile SPCA's annual Photo Contest raised \$1,952 and will continue in 2011.
- The Second Annual Spay-ghetti Dinner served up 100 more plates of food compared to last years' event. Profit from this year was \$5,270; Plans are being made to continue this event in 2011.
- The Second Chance Resale Shop held two rummage sales, one in the spring and one in the fall and raised \$14,295. Rummage from the booth at Pet Palooza raised an additional \$2,757. Sales from the resale store generated over \$15,353 in income.
- The Bowl-A-Thon raised \$1,366. The MSPCA is looking into ways to make the 2011 event more profitable and will look into getting sponsors and holding prize raffles.
- The Mobile SPCA held their Third Annual Southminster Mutt Show and raised \$5,830. The show was not as well attended as last year's event. Since there were many other competing events being held the same weekend there were fewer entrants and vendors. They will reassess whether to change the date or even hold the event next year.
- \$7,164 was raised through newsletter donation and membership appeals.
- The MSPCA recycled aluminum cans and generated \$1,963 in income.

## **Organizational Development**

To increase capacity and build organizational strength the lead agency (MSPCA) helped the partners by informing them of upcoming webinars (e.g., PetSmart Charities webinars), grant opportunities and/or provided resources such as the Nonprofit Resource Center of Alabama (NRCA). Workshops by these organizations were offered to the partners which included media relations, social media networking and fundraising. The Mobile SPCA and the Maddie's® Project staff attended all of these workshops and webinars, and the FOMAS Board of Directors attended a webinar presented by PetSmart on increasing adoptions.

Partners were encouraged to expand their volunteer base of foster homes to help increase capacity so more animals could be transferred from the animal shelter by AG partners.

AG partners completed and submitted Length of Stay Reports, a new report required by the Project in Year Five. Reports illustrated the need to focus on the animals in our care the longest and to develop plans to market these animals to get them placed.

During Q3 Janine Woods and Lynne Fridley met and discussed ways to improve communication between the City shelter staff and their customers. They met with City shelter staff early September to implement the ideas. The MSPCA produced the materials and had them printed for City shelter. The shelter personnel passed them out to people coming into the shelter and animal control officers passed them out in the field. These info sheets included S/N information and coupons, information on TNR, how to re-home your own pet, and directions to the other shelters and rescues in the Mobile area.

Adoption Subsidies were paid after the reconciliation of statistical reports and review of adoption contracts.

<b>Partner Name</b>	<b>2010 AB Goal</b>	<b>2010 AB Adoptions from AC (\$200 each)</b>	<b>2010 AB Adoptions from Public (\$40 each)</b>	<b>Total 2010 AB Adoptions</b>	<b>Y6 Subsidy Paid to date</b>
ARF	658	207	0	207	\$41,400
FOMAS	286	290	0	290	\$58,000
MSPCA	1,676	637	139	776	\$132,960
City of Mobile AC	240	0	0	0	\$0
<b>TOTAL</b>	<b>2,860</b>	<b>1,134</b>	<b>139</b>	<b>1,273</b>	<b>\$232,360</b>

In addition to care for the animals, subsidies were used as follows by the groups to grow and develop their individual agencies:

### **ARF**

- Early 2010 a local veterinarian began to volunteer their service to the organization that included fecal checks, shots, and minor assessments of animals. They also had several vet techs donate their time to check the animals and identify issues. These donated services have greatly reduced ARF veterinarian costs.
- ARF continued their dog training program for the harder to place dogs. These dogs were fostered by a volunteer who worked closely with them to ensure that any behavior modifications were re-enforced. These animals remain with the volunteer until they are adopted.
- ARF volunteers attended the HSUS Conference held in Nashville. ARF was able to attend for the first time thanks to the Maddie's® Project. ARF reported that as a result of attending the fostering workshop they immediately designated a foster coordinator and developed a foster data base to

keep track of all their animals in foster care. They also commented that they received valuable networking opportunities and information about grants.

- ARF mailed out their fall newsletter to 960 members and friends of the organization.
- ARF purchased a property in Mobile County in December to use as the new ARFanage. It has 8,000 square feet consisting of three modular buildings—one will be used for cats (free roaming with outdoor access), one for dogs (19 suites will house 2-3 dogs, with access to outdoors, with 1 intake room and 2 isolation rooms) and one will be an administrative office. They plan on moving in the fall of 2011.

## **FOMAS**

- FOMAS board members participated in an online PetSmart adoption webinar.
- Board members were active throughout 2010 with the Mobile Chamber of Commerce. They attended all monthly Mobile Chamber of Commerce meetings and business mixers to network and promote shelter pets for adoption. They also discussed and promoted the organization and the need for foster parents.
- FOMAS had a booth at the Chamber's "Member Appreciation Day" event and at the "Earth Day Celebration" held at Springhill Medical Center. They promoted their organization and the dogs they had available for adoption.
- FOMAS evaluated the possibility of using the Pet Point shelter management system and decided it would not work for them.
- FOMAS held their annual Volunteer Cookout at the FOMAS Office to recognize volunteers.
- A FOMAS board member/volunteer and Ellen Lursen from the City shelter attended the HSUS Conference held in Nashville.
- FOMAS mailed approximately 600 of their *Four Legged Forum* newsletters in November.

## **MSPCA**

- The MSPCA added several new foster homes to their list which allowed for more animals to be placed into foster care and free up more kennel space. They also revised their Foster Program procedures to allow potential adopters to "foster" a dog for a week to see if they wanted to "officially" adopt it. This gave potential adopters a chance to "try out" a dog to see if it would fit into their family and home environment. Revising this procedure helped to increase adoptions of dogs; 10 dogs had been adopted by their foster families in 2010.
- A promotional mailer was mailed to 5,500 members and friends of the MSPCA promoting the March events — Spay-ghetti Dinner, Bowl-A-Thon, Rummage Sale, Photo Contest, Adoption Center and the Southminster Mutt Show.
- MSPCA and Maddie's staff took advantage of PetSmart Charities webinars. Janine Woods took a 10 week internet course on "Shelter Behavior: Canine and Feline Behavioral Development and Animal Welfare," Robin Strickland took the webinar on "Creative Cat Marketing" and Lori Anbuhl took the "Working Together to Place Pets in Your Community" webinar.
- Janine Woods joined the Public Relations Council of Alabama (PRCA). She attended meetings every month to help raise awareness and promote the MSPCA and Maddie's® Project. She attended their half-day Toolkit seminar entitled "Extreme Makeover: The PR Edition" to help marketing and public relations professionals gain valuable insight on how to develop a successful communications plan and build a strong team to implement it.
- Janine Woods met with the local EMA officials regarding hurricane plans and the pet-friendly shelter for the upcoming hurricane season which started June 1<sup>st</sup>.
- The MSPCA held their annual volunteer dinner. Volunteers with 100 plus hours were recognized with the President's Volunteer Service Award. Certificates and lapel pins were presented.
- The MSPCA started Facebook and Twitter pages. The pages were used to promote events, adoptions, fundraisers and featured individual dogs and cats. The MSPCA Facebook page continued to be a platform to promote adoption events and feature individual animals available for adoption.

- Petfinder.com expanded their reach by adding the animals available for adoption on EBay Classifieds and Craigslist websites. Several inquiries came in to the MSPCA from these new sources. They were referred to the Mobile SPCA website to complete an online pet adoption application.
- The MSPCA evaluated hosting a *Meet Your Match* workshop offered through the ASPCA on how to place the right dog with the right family. It was determined that while there are benefits to the program it was too costly for the organization at this time.
- Janine Woods was interviewed for a national syndicated radio show, *My Buddy Butch* radio show. They discussed animal rescue and the oil spill ([www.mybuddyrich.com](http://www.mybuddyrich.com)).
- Janine and the MSPCA Clinic Manager participated in the grand opening of a new vet clinic. While they did not place any animals, it was good PR and it showed support for a new veterinary partner.
- The MSPCA initiated several meetings during Year Six to develop a more active board. Two new potential board members toured the MSPCA facility and met with Janine Woods. New board members were elected and new bylaws were presented for review and approval. The Board voted to create a Mobile SPCA foundation to control and protect a sizeable endowment that was bequeathed to them.
- The MSPCA registered on both Fido Finder and Tabby Tracker as another lost and found resource to help people find their lost loved ones.
- MSPCA kennel staff revised procedures to get more dogs seen and ultimately adopted by the public at the Adoption Center.
- Robin and Lori attended the Mobile Police Department's "National Night Out 2010" community event held at the local mall. The MSPCA table featured information about s/n and the Maddie's Fund. Flyers for s/n were handed out
- Three issues of *Pawprints* were sent to 5,900 members and friends of the MSPCA to promote upcoming events, Maddie statistics, information, appeals for membership and donations.
- The MSPCA created a new brochure, "*What is the Mobile SPCA?*" which features updated information about the organization, the programs and services it offers, the Adoption Center, spay/neuter initiatives and the Maddie's® Pet Rescue Project. The brochure is included in every adoption packet and used at all offsite fundraising and adoption events.
- Lori Anbuhl represented the Maddie's® Project and MSPCA at the "Do More Conference." This was a leadership conference sponsored by a local high school designed to inspire and empower young people to engage in volunteerism and community service. Several hundred students attended and information about the MSPCA, Maddie's Fund and spay/neuter was distributed.
- The Mobile SPCA also worked with a 300-unit apartment complex that offered 50% off their pet deposit when they adopted from the organization. This special was promoted on the MSPCA Facebook page and in flyers produced by the complex.
- Janine Woods attended the Mobile Chamber of Commerce non-profit roundtable meetings and spoke with members about the organization.

### **City of Mobile Animal Shelter**

- The City animal shelter conducted rabies clinics every other Saturday throughout year. These clinics also helped to bring more people down to the shelter to view the animals available for adoption.
- The City animal shelter applied for several grants during the year to help with funding for spay/neuter surgeries and the purchase of additional kennels to help them expand capacity. Their grant requests were denied so they are continuing to look for new grants in 2011.
- Additional signage was requested to better direct the public to the facility but due to City budget cuts they were not able to purchase the signage. FOMAS stepped up and purchased attractive attention-getting "wind flags" that direct the public to the shelter.
- The City shelter began work to install new cages in the kennels. The kennels are easier to clean and will help to increase their capacity. To fund the purchase they used ½ of the money from a Maddie's® grant and FOMAS paid for the other half.

## **VI. Maddie Recognition**

### **Coalition**

The Maddie's® Pet Rescue Project and Maddie's Fund was promoted at all coalition events.

- The Maddie's Fund logo appeared on all ads, posters, flyers, press releases, partner websites, Facebook and Twitter pages.
- The Maddie mini-schnauzer costume appeared at most coalition adoption events.
- Maddie's® Project Air Dancer was placed outside of most coalition events to attract attention and draw people into events.
- Maddie's® sheets about new pets, care, behavior, etc. were included in all adoption packets.
- The Maddie's Fund logo appeared on all ads, posters, press releases and flyers promoting these coalition events.

### **ARF**

ARF promoted Maddie's® Pet Rescue Project at their individual adoption and fundraising events:

- All volunteer t-shirts worn at events carried the Maddie's Fund logo.
- Maddie's® logo appeared on applications, kennel cards, brochures, and newsletters.
- Signs at the ARFanage displayed the Maddie's® logo.
- Maddie's® Pet Rescue was promoted on their weekly "Pet Talk" segment on cable TV. The show has since been cancelled due to budget cuts.

### **FOMAS**

FOMAS promoted Maddie's® Pet Rescue Project at their adoption/administrative office trailer, at individual offsite and coalition adoption events and all fundraising events:

- Maddie's® cage cards appeared on adoption pens.
- Banners and signs were used at all events which displayed the Maddie's® logo.
- Maddie's® Pet Rescue Project logo was used on all volunteer t-shirts that were worn at all adoption events.
- Maddie's Fund info was included in all press kits distributed to the media and in the monthly ad that ran in the Chamber of Commerce newsletter.
- The Maddie's® logo also was included in their newsletter, the *Four Legged Forum*.

### **MSPCA**

MSPCA promoted Maddie's® Pet Rescue Project at their onsite adoption center, at individual offsite events, coalition adoptions and fundraising events:

- Maddie's® info was included in all Mobile SPCA adoption event posters, flyers and advertising. Maddie's® cage cards were used on adoption cages.
- Banners and signs were used at all events.
- Maddie's® Pet Rescue Project logo appeared on all purple volunteer t-shirts.
- Maddie's® stickers were used at each event for approved adopters to wear.
- Each event also was promoted through the use of special yard signs sporting Maddie's® logo and displayed prominently in front of the venue.
- All cat kennels at the MSPCA and at PetSmart included the Maddie's® logo.
- Maddie's® info was also included on the MSPCA's webpage, Facebook and Twitter pages.