



Maddie's Fund[®]
Community Grants Program

The Year Seven Adoption Application

The Pet Rescue Foundation

Year Seven Reminders:

- The Year Seven Budget is based on \$180 multiplied by the number of above baseline adoptions to be performed by the participating adoption guarantee organizations.
- At least 60% of the grant funds must be used to pay adoption guarantee groups for above baseline adoptions. In addition, Maddie's Fund[®] wants to promote adoptions involving animals taken from animal control. Funded projects are required to provide an additional incentive to encourage funded groups to work directly with their local animal control agencies. That means, for each above baseline adoption involving a dog or cat taken from animal control or a traditional shelter, adoption groups must receive a subsidy five times greater than the subsidy they will receive for above baseline adoptions involving dogs or cats received from other sources.
- Maddie's Fund is asking all participating groups to publicly disclose on an annual basis their individual and community-wide shelter statistics (e.g., on websites, in newsletters and annual reports).
- As part of the Year Seven application, you will need to submit a complete, revised 10-Year Strategic Plan for Maddie's[®] Pet Rescue Project in the City of Mobile, AL.
- Total funding for advertising/public relations/marketing should not exceed 10% of the Year Seven Maddie's Fund grant.
- In Year seven, you will be expected to provide an adoption guarantee for all healthy shelter pets – that means no healthy shelter pets will be euthanized during that period.

Part I: Maddie's[®] Pet Rescue Project Information

1. YEAR SEVEN PROJECT

1A) The Project Title: Maddie's[®] Pet Rescue Project in the City of Mobile, Alabama

1B) Date of Submission: October 1, 2010

1C) Prepared by: Janine Woods

2. NAME OF LEAD AGENCY: Mobile SPCA

3. TARGET COMMUNITY: City of Mobile, AL

4. HUMAN POPULATION OF TARGET COMMUNITY (2010): 207,000

5. PARTICIPATING GROUPS IN THE PROJECT

5A) For each category below, please indicate the total number of groups participating in Year Seven of your project.

Type of Organization	Number of Participants
Animal Control Shelters (AC)	1
Traditional Shelters (TR)	0
Adoption Guarantee Organizations (AG)	3

For each group participating in Year Seven of your project,

5B) please list the name of the organization under the appropriate category; and

5C) please indicate if the group spays or neuters its animals before adoption.

5B) Name of Participating Groups	5C) S/N before Adoption (Y/N)
<i>Animal Control Shelter (AC)</i>	
City of Mobile AS	Y
<i>Adoption Guarantee Organizations (AG)</i>	
Animal Rescue Foundation	Y
Friends of the Mobile Animal Shelter	Y
Mobile SPCA	Y

6. FINANCIAL INFORMATION FROM THE LEAD AGENCY

The information requested below comes from line items 12, 17, and 73b, respectively, of the IRS Form 990 and should be taken from the documents you have already filed with the IRS. Please indicate if the information is based on the calendar year or the fiscal year. If fiscal, indicate the month in which the year begins.

	2009	2008	2007
6a) Total Revenue	1,569,679*	1,207,664*	1,144,545*
6b) Total Expenses	1,022,882*	1,122,323*	882,340*
6c) Total Net Assets	1,506,421*	959,624*	872,443*
6d) Calendar Year or Fiscal Year (include month FY begins)	calendar	calendar	calendar

*includes Maddie's[®] Pet Rescue Project grant

Please include with this application the most recent financial audit or unaudited financial statements for the lead agency.

Part II: Baseline Year Statistics

For the baseline year for your project, please provide the information requested below for all the groups participating in Year Seven of the project.

Maddie's Fund is requiring that all groups participating in funded projects use the following definitions in classifying shelter animals: healthy, treatable-rehabilitatable, treatable-manageable, and unhealthy & untreatable. Definitions of these terms are provided in Section 28, page 33.

7. SHELTER STATISTICS: ANIMAL CONTROL SHELTERS

- For all animal control shelters that will participate in Year Seven of your project, please summarize the following SHELTER STATISTICS for the baseline year.

ANNUAL REPORT FOR BASELINE YEAR FOR ALL ANIMAL CONTROL SHELTERS

	ALL ANIMAL CONTROL SHELTERS – City of Mobile Animal Shelter	DOGS	CATS	TOTAL
	REPORT DATE: Baseline 2003			
A	BEGINNING COUNT	57	8	65
	INTAKE (Live Dogs and Cats Only)			
	<i>From the Public</i>			
	Healthy	2,960	1,637	4,597
	Treatable - Rehabilitatable	1,033	633	1,666
	Treatable - Manageable	340	256	596
	Unhealthy & Untreatable	822	417	1,299
B	Subtotal Intake From the Public	5,215	2,943	8,158
	<i>Incoming Transfers from Maddie Partners</i>			
	Healthy	0	0	0
	Treatable - Rehabilitatable	0	0	0
	Treatable - Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
C	Subtotal Incoming Transfers from Maddie Partner Organizations	0	0	0
	<i>Incoming Transfers from Non-Maddie Partner Organizations</i>			
	Healthy	0	0	0
	Treatable - Rehabilitatable	0	0	0
	Treatable - Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
D	Subtotal Incoming Transfers from Non-Maddie Partner Organizations	0	0	0
	<i>From Owners/Guardians Requesting Euthanasia</i>			
	Healthy	0	0	0
	Treatable - Rehabilitatable	0	0	0
	Treatable - Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
E	Subtotal Intake from Owners/Guardians Requesting Euthanasia	535	150	685
F	TOTAL INTAKE [B + C + D + E]	5,750	3,093	8,843
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	535	150	685
H	ADJUSTED TOTAL INTAKE [F minus G]	5,215	2,943	8,158
	Adoptions (only dogs and cats adopted by the public)			
	Healthy	1,164	435	1,599
	Treatable - Rehabilitatable	0	0	0
	Treatable - Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
I	TOTAL ADOPTIONS	1,164	435	1,599
	TRANSFERS TO OTHER ORGANIZATIONS			
	Outgoing Transfers to all Maddie partner orgs [please list each partner separately]			
	Animal Rescue Foundation			
	Healthy	0	0	0
	Treatable-Rehabilitatable	0	0	0
	Treatable-Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal	0	0	0
	Friends of the Mobile Shelter			
	Healthy	78	22	100
	Treatable-Rehabilitatable	0	0	0
	Treatable-Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal	78	22	100

	Mobile SPCA			
	Healthy	8	28	36
	Treatable-Rehabilitatable	0	0	0
	Treatable-Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal	8	28	36
J	TOTAL OUTGOING TRANSFERS TO all Maddie partner organizations	86	50	136
	Outgoing Transfers to all Non-Maddie partner organizations			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
K	TOTAL OUTGOING TRANSFERS TO all Non-Maddie partner organizations	0	0	0
L	RETURN TO OWNER/GUARDIAN	254	15	269
	DOGS & CATS EUTHANIZED			
M	Healthy (<i>including owner/guardian requested</i>)	1,567	1,033	2,600
N	Treatable – Rehabilitatable (<i>including owner/guardian requested</i>)	1,212	753	1,965
O	Treatable – Manageable (<i>including owner/guardian requested</i>)	375	265	640
P	Unhealthy & Untreatable (<i>including owner/guardian requested</i>)	996	452	1,448
Q	TOTAL EUTHANASIA [M + N + O + P]	4,150	2,503	6,653
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	535	150	685
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	3,615	2,353	5,968
T	Subtotal OUTCOMES [I + J+K+L+S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	5,108	2,864	7,972
U	DIED OR LOST IN SHELTER/CARE	1	2	3
V	TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	9,383	5,081	14,464
W	ENDING COUNT	163	85	248

COMMENTS:

- Please include a MONTHLY BREAKDOWN and ANNUAL SUMMARY of the baseline year statistics for each participating animal control shelter. **ON FILE**
- 8. SHELTER STATISTICS: ADOPTION GUARANTEE ORGANIZATIONS (AG)**
- For all adoption guarantee organizations that will participate in Year Seven of your project and were operational during the baseline year, please summarize the following SHELTER STATISTICS for the baseline year. **For any new group that was not operational during the baseline year, their baseline will be zero. Please include that information as part of this application.**

ANNUAL REPORT FOR BASELINE YEAR FOR ALL AG ORGANIZATIONS

	ALL ADOPTION GUARANTEE ORGANIZATIONS	DOGS	CATS	TOTAL
	REPORT DATE: Baseline Year 2003			
A	BEGINNING COUNT	8	11	19
	INTAKE (Live Only)			
	From the Public (stray, surrender, etc.)			
	Healthy	257	592	849
	Treatable – Rehabilitatable	10	48	58
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
B	Subtotal Intake from the Public	267	640	907
	Incoming Transfers from all Maddie Partner Organizations (List each separately)			
	<i>From City of Mobile Animal Shelter</i>			
	Healthy	86	50	136
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
C	Total Incoming Transfers from Maddie Partner Organizations	86	50	136
	Incoming Transfers from all Non-Maddie Partner Organizations			
	Healthy	29	1	30
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
D	Subtotal Incoming Transfers from Non-Maddie Partner Organizations	29	1	30
	From Owners/Guardians Requesting Euthanasia			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
E	Subtotal Intake from Owner/Guardians Requesting Euthanasia	0	0	0
F	TOTAL INTAKE [B + C + D + E]	382	691	1,073
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	0	0	0
H	ADJUSTED TOTAL INTAKE [F minus G]	382	691	1,073
	ADOPTIONS (Only cats and dogs adopted by the public)			
	Involving Dogs & Cats From AC			
	Healthy	78	22	100
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal Adoptions Dogs & Cats from AC	78	22	100
	Involving Dogs & Cats From the Public or Other Organizations			
	Healthy	267	616	883
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
	Unhealthy & Untreatable	0	0	0
	Subtotal Adoptions Dogs & Cats from Public or Other Organizations	267	616	883
I	TOTAL ADOPTIONS	345	638	983
	Outgoing Transfers to all Maddie partner orgs [please list each partner separately]			
	Healthy	0	0	0
	Treatable – Rehabilitatable	0	0	0

	Treatable – Manageable	0	0	0
J	TOTAL OUTGOING TRANSFERS TO all Maddie partner organizations	0	0	0
	Outgoing Transfers to all Non-Maddie partner organizations			
	Healthy	4	3	7
	Treatable – Rehabilitatable	0	0	0
	Treatable – Manageable	0	0	0
K	TOTAL OUTGOING TRANSFERS TO all non-Maddie partner organizations	4	3	7
	L RETURN TO OWNER/GUARDIAN	6	0	6
	DOGS & CATS EUTHANIZED			
M	Healthy (including owner/guardian requested)	0	0	0
N	Treatable – Rehabilitatable (including owner/guardian requested)	0	0	0
O	Treatable – Manageable (including owner/guardian requested)	0	0	0
P	Unhealthy & Untreatable (including owner/guardian requested)	10	19	29
Q	TOTAL EUTHANASIA [M + N + O + P]	10	19	29
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)*	0	0	0
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	10	19	29
	T Subtotal OUTCOMES [I + J+K+L+S] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	377	660	1,037
U	DIED OR LOST IN SHELTER/CARE	10	7	17
	V TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	387	667	1,054
W	ENDING COUNT	15	35	50

COMMENTS:

- Please include a MONTHLY BREAKDOWN and ANNUAL SUMMARY of the baseline year statistics for each participating adoption guarantee organization that was operational during the baseline year using the form provided below. **ON FILE**

9. DOGS & CATS ADOPTED BY THE PUBLIC IN THE TARGET COMMUNITY

- Please identify the annual Adoption Baselines for all animal control shelters (AC) and all adoption guarantee organizations (AG) participating in Year Seven.

	ADOPTIONS	BASELINE YEAR
9A	AC	1,599
9B	All AG Organizations	983
9C	TOTAL (All Groups)	2,582

10. DOGS & CATS EUTHANIZED IN THE TARGET COMMUNITY

- Please identify the annual baselines for Total Shelter Euthanasia and Healthy Shelter Euthanasia for all groups participating in Year Seven.

	SHELTER EUTHANASIA	BASELINE YEAR
10A	Healthy Shelter Euthanasia	2,600
10B	Treatable Shelter Euthanasia	2,605
10C	Total Shelter Euthanasia	6,682

Part III: Above Baseline (AB) Targets

11. REDUCTION IN HEALTHY SHELTER EUTHANASIA (RHSE) TARGET

- Please identify the Reduction in Healthy Shelter Euthanasia Target for Years Seven through Eleven. If you establish goals based on something other than the given formulas, please explain how your goals were derived.

11C	Yr 7	100% of Healthy Euthanasia Baseline	LINE 10A	2,600
11D	Yr 8	100% of Healthy Euthanasia Baseline	LINE 10A	2,600
11E	Yr 9	100% of Healthy Euthanasia Baseline	LINE 10A	2,600
11F	Yr 10	100% of Healthy Euthanasia Baseline	LINE 10A	2,600
11G	Yr 11	100% of Healthy Euthanasia Baseline	LINE 10A	2,600

12. REDUCTION IN TREATABLE SHELTER EUTHANASIA (RTSE) TARGET

- Please identify the Reduction in Treatable Shelter Euthanasia Target for Years Seven through Eleven. If you establish goals based on something other than the given formulas, please explain how your goals were derived.

Reduction in Treatable Shelter Euthanasia				
12B	Yr 7	20% of Treatable Euthanasia Baseline	Multiply LINE 10B by .20	521
12C	Yr 8	35% of Treatable Euthanasia Baseline	Multiply LINE 10B by .35	912
12D	Yr 9	55% of Treatable Euthanasia Baseline	Multiply LINE 10B by .55	1,433
12E	Yr 10	75% of Treatable Euthanasia Baseline	Multiply LINE 10B by .75	1,954
12F	Yr 11	100% of Treatable Euthanasia Baseline	LINE 10B	2,605

13. REDUCTION IN TOTAL SHELTER EUTHANASIA TARGET

- Please identify the Reduction in Total Shelter Euthanasia Target for Years Seven through Eleven. If you establish goals based on something other than the given formulas, please explain how your goals were derived.

Reduction in Total Euthanasia				
13C	Yr 7	Year 7 Healthy + Year 7 Treatable Reduction Targets	11D + 12B	3,121
13D	Yr 8	Year 8 Healthy + Year 8 Treatable Reduction Targets	11E + 12C	3,512
13E	Yr 9	Year 9 Healthy + Year 9 Treatable Reduction Targets	11F + 12D	4,033
13F	Yr 10	Year 10 Healthy + Year 10 Treatable Reduction Targets	11G + 12E	4,554
13G	Yr 11	Year 11 Healthy + Year 11 Treatable Reduction Targets	11H + 12F	5,205

14. ABOVE BASELINE ADOPTION TARGETS

- ▶ Please identify the total Above Baseline (AB) Adoption Target for Years Seven through Eleven. If you have set goals which are not equal to the reduction in total euthanasia targets, please explain how you derived the goals.

			Total AB
14C	Yr 7	AB Adoption Target	2,399
14D	Yr 8	AB Adoption Target	2,879
14E	Yr 9	AB Adoption Target	3,455
14F	Yr 10	AB Adoption Target	4,146
14G	Yr 11	AB Adoption Target	4,965

Adoption goals were reduced in Year 7 by 23% (2,399) due to an average of 30% reduction in intakes at the City Shelter. These intake reductions are due to the fact that the City Shelter began limiting the intake of owner relinquishments at the beginning of Year 5. Owner relinquishments are only allowed if there is space available. Because intakes are down, treatable and total euthanasia are also down, allowing for reduced adoption goals.

Part IV: Establishing Goals for the Project

15. YEAR SEVEN PROJECT GOALS

- ▶ Please provide a monthly breakdown of the Healthy Shelter Euthanasia Goal for each participating animal control shelter (AC). The Year Seven Healthy Shelter Euthanasia Goal is equal to the Healthy Shelter Euthanasia Baseline minus the Year Seven Reduction in Healthy Shelter Euthanasia Target (RIHSE).

<i>Healthy Euthanasia</i>	Jan	Feb	Mar	Apr	May	June	Y7.1	July	Aug	Sept	Oct	Nov	Dec	Y7.2	Total
AC															
City of Mobile AS															
Baseline	71	217	178	165	478	300	1,409	228	290	272	211	130	60	1,191	2,600
RIHSE Target	71	217	178	165	478	300	1,409	228	290	272	211	130	60	1,191	2,600
Total Healthy Euthanasia Yr 7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<i>Treatable Euthanasia</i>	Jan	Feb	Mar	Apr	May	June	Y7.1	July	Aug	Sept	Oct	Nov	Dec	Y7.2	Total
AC															
City of Mobile AS															
Baseline	134	307	128	225	266	255	1,315	264	180	281	192	183	190	1,290	2,605
RITSE Target	41	40	42	43	45	45	256	43	43	45	45	44	45	265	521
Total Treatable Euthanasia Yr 7	93	267	86	182	221	210	1059	221	137	236	147	139	145	1,025	2,084

- Please provide a monthly breakdown of the Total Shelter Euthanasia Goal for each participating animal control shelter (AC) and each participating adoption guarantee organization (AGO). The Year Seven Total Shelter Euthanasia Goal is equal to the Total Shelter Euthanasia Baseline minus the Year Seven Reduction in Total Shelter Euthanasia Target (RITSE).

<i>Total Euthanasia</i>	Jan	Feb	Mar	Apr	May	June	Y7.1	July	Aug	Sept	Oct	Nov	Dec	Y7.2	Total
ARF															
Baseline/Goal	4	1	2	0	0	0	7	0	0	0	0	0	0	0	7
FOMAS															
Baseline/Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SPCA															
Baseline/Goal	0	1	3	1	1	8	14	3	0	2	0	2	1	8	22
ALL AG ORGS															
Baseline/Goal	4	2	5	1	1	8	21	3	0	2	0	2	1	8	29
City of Mobile															
Baseline	321	717	379	562	844	631	3,454	691	630	701	475	378	324	3,199	6,653
RITSE Target	112	257	220	208	523	345	1,665	271	333	317	256	174	105	1,456	3,121
Goal	209	460	159	354	321	286	1789	420	297	384	219	204	219	1743	3,532
TOTAL PROJECT															
Total Baseline	325	719	384	563	845	639	3,475	694	630	703	475	380	325	3,207	6,682
Total RITSE Target	112	257	220	208	523	345	1,665	271	333	317	256	174	105	1,456	3,121
Total Euthanasia Yr 7	213	462	164	355	322	294	1,810	423	297	386	219	206	220	1751	3,561

- Please provide a monthly breakdown of the Adoption Goals for each animal control shelter (AC) and each adoption guarantee organization (AG) participating in the project. The Year Seven Adoption Goal for AC is equal to their Adoption Baseline (LINE 9A).

<i>Adoptions</i>	Jan	Feb	Mar	Apr	May	June	Y7.1	July	Aug	Sept	Oct	Nov	Dec	Y7.2	Total
AG Organizations (<i>List each separately</i>)															
ARF															
Baseline	28	29	32	15	22	15	141	14	8	17	10	7	31	87	228
AB Target	42	43	45	45	44	46	265	45	45	44	44	43	42	263	528
Goal	70	72	77	60	66	61	406	59	53	61	54	50	73	350	756
FOMAS															
Baseline	28	8	13	4	4	5	62	3	5	15	10	5	0	38	100
AB Target	32	34	34	35	35	36	206	36	33	34	33	33	33	202	408
Goal	60	42	47	39	39	41	268	39	38	49	43	38	33	240	508
SPCA															
Baseline	56	28	48	49	59	65	305	59	61	50	62	46	72	350	655
AB Target	120	122	123	122	122	124	733	123	122	123	121	121	120	730	1,463
Goal	176	150	171	171	181	189	1,038	182	183	173	183	167	192	1,080	2,118
ALL AG ORGS															
Baseline	112	65	93	68	85	85	508	76	74	82	82	58	103	475	983
AB Target	194	199	202	202	201	206	1,204	204	200	201	198	197	195	1,195	2,399
Goal	306	264	295	270	286	291	1,712	280	274	283	280	255	298	1,670	3,382
AC Shelters (<i>List each separately</i>)															
City of Mobile															
Baseline/ Goal	55	157	147	143	163	126	791	107	118	131	114	147	191	808	1,599
AB Target	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Goal	55	157	147	143	163	126	791	107	118	131	114	147	191	808	1,599
TOTAL PROJECT															
Total Baseline	167	222	240	211	248	211	1,299	183	192	213	196	205	294	1,283	2,582
Total AB Target	194	199	202	202	201	206	1,204	204	200	201	198	197	195	1,195	2,399
Total Adoptions Yr 7	361	421	442	413	449	417	2,503	387	392	414	394	402	489	2,478	4,981

Part V: Grant Request

To help you calculate the maximum dollar value of the grant request for your project, we have developed a budget formula guide, based on the number of above baseline adoptions performed by the adoption guarantee organizations.

To calculate the dollar value of your grant request, multiply the ABOVE BASELINE (AB) ADOPTION TARGET for the participating adoption guarantee organizations by the appropriate values:

18. GRANT REQUEST FOR YEAR SEVEN: \$ 431,820
[Multiply LINE 14D x \$180]

Part VI: Year Seven Project

19. YEAR SEVEN PROGRAMS AND SERVICES

Maddie's Fund requires that at least 60% of the adoption grant funds be distributed to the participating adoption guarantee (AG) organizations in the form of adoption subsidies for performing the above baseline adoptions. Additionally, Maddie's Fund has introduced a 5-to-1 adoption subsidy differential to promote adoptions involving animals taken from animal control and traditional shelters. That means, for each above baseline adoption involving a dog or cat taken from animal control or a traditional shelter, adoption guarantee (AG) organizations must receive a subsidy five times greater than the subsidy they will receive for above baseline adoptions involving dogs or cats from other sources (i.e., the public or other organizations).

19A) Year Seven Adoption Subsidies: For Year Seven, please indicate: 1) the amount of the adoption subsidy to be paid for each above baseline adoption involving animals taken from animal control or traditional shelters; 2) the amount of the adoption subsidy to be paid for each above baseline adoption involving animals received from the public; and 3) how much money will be set aside for a contingency fund to pay for above baseline adoptions performed in excess of the Year Seven goal.

- (1) Year 7 adoption subsidy for pets transferred from AC: \$140
- (2) Year 7 adoption subsidy for pets taken from the public: \$28

19B) Year Seven Adoption Goals by Adoption Guarantee (AG) Organizations: For Year Seven, please provide a list of participating adoption guarantee (AG) organizations and for each group, identify:

- (1) The name of the organization;
- (2) The total number of baseline adoptions;
- (3) The above baseline (AB) adoption target involving animals taken from animal control;
- (4) The AB adoption target involving animals received from the public or from other organizations not including animal control;
- (5) The total above baseline adoption target;
- (6) The total adoption goal [Total Baseline Adoptions + Total AB Target];
- (7) The amount of the adoption subsidy to be paid out for AB adoptions involving animals taken from animal control;
- (8) The amount of the adoption subsidy to be paid out for AB adoptions involving animals received from the public or from other organizations not including animal control; and
- (9) The total adoption subsidy.

Year 7								
Name of Organization	Total Baseline Adoptions	AB Target AC Animals	AB Target Public Animals	Total AB Target	Total Adoption Goal	\$140 Subsidy AC Animals	\$28 Subsidy Public Animals	Total
ARF	228	205	323	528	756	\$28,700.00	\$9,044.00	\$37,744.00
FOMAS	100	408	0	408	508	57,120.00	-	57,120.00
SPCA	655	1,099	364	1,463	2,118	153,860.00	10,192.00	164,052.00
TOTAL	2,582	1,712	687	2,399	3,382	\$239,680.00	\$19,236.00	\$258,916.00

19C) Procedure for Distributing the Adoption Subsidies: Describe how the adoption subsidies will be distributed to the participating adoption guarantee organizations in Year Seven. Please note that the distribution process should include some type of monitoring system for reconciling the amount of money each group receives to actual performance.

Reporting Requirements. Members shall submit monthly statistics and monthly narrative worksheet on the forms provided by the Maddie’s® Project office. Members shall also submit signed copies of the adoption contracts for each dog or cat reported in the monthly report including both baseline and above baseline adoptions. The Project office must receive these reports and the copies of the adoption contracts on or before the 10th of the month following the reporting month. Corrections must be made within five business days in the event that errors were discovered.

Payments. The adoption subsidy disbursements shall be made within five days of Project’s finalizing the quarterly report and quarterly narrative worksheet as required pursuant to Reporting Requirements hereafter. Adoption subsidies are paid quarterly.

Continued Funding. MSPCA will continue funding Members based on their performance. Reconciliation of adoptions and subsidies shall be made monthly. Continued funding will be disbursed quarterly in an amount based upon the prior quarter’s adoptions above baseline. Reconciliation will take place each quarter and year to date.

Use of Grant Funds. Funds may be spent on staff, programs, organizational development and/or marketing that will increase adoptions. Funds may also be used to provide basic veterinary care such as vaccinations and spay/neuter, pet care and feeding and any equipment for the care and feeding of above baseline healthy and treatable animals.

Spaying/Neutering Animals for Adoption. In order to be eligible to receive grant funds from adoptions above baseline, all dogs and cats being adopted must be spayed or neutered before they are adopted.

19D) Year Seven Programs and Services: Describe the activities that will be undertaken in Year Seven to meet the Project Goals [Adoptions, Reduction in Shelter Euthanasia, and Reduction in Healthy Euthanasia], and the number of dogs and cats that will be adopted or saved as a result of each activity.

Special Note: Strategies proposed must be capable of producing immediate, measurable and direct increases in the number of adoptions and immediate, measurable and direct reductions in shelter euthanasia, starting the day after the grant award is received.

	COALITION EVENTS and PROMOTIONS	ARF Projected Adoptions Year 7	FOMAS Projected Adoptions Year 7	SPCA Projected Adoptions Year 7	City Shelter Year 7	TOTAL
February	PetSmart First Love Event	10	15	25	0	50
April	Free Over Three Promotion	10	5	10	10	35
May	Spring National Adoption Weekend	12	15	3	0	30
June	Maddie's Pet Palooza	15	15	25	15	70
August	Promotion	5	5	10	10	30
September	Maddie's Fall National Adoption Weekend	10	15	25	0	50
October	Howl'Oween Midnight Madness	10	0	30	0	40
November	Maddie's Winter National Adoption Weekend	15	10	25	0	50
Subtotal		87	80	153	35	355
	INDIVIDUAL EVENTS					
ARF	ARFanage Weekly Adoptions	168				168
	Website/Petfinder.com	120				120
	PETsMART Dog Adoptions	180				180
	Newsletter	36				36
	ARFanage Saturday Adoptions	120				120
	Special Promotions and Events	45				45
FOMAS	Pet Supplies Plus Adoptions/Dog Washes		35			35
	Pets In the Park		13			13
	Open House and Office Adoptions		134			134
	Easter Event		15			15
	B&B Adoptions - Cats		65			65
	PetSmart Sunday's & 5th Saturday		75			75
	Other Special Events and Promotions		91			91
SPCA	PETsMART Luv-A-Pet Center			570		570
	Mobile SPCA / Maddie's Adoption Center			527		527
	Vet Partners			10		10
	Petfinder.com/PetSmart's Adopt-A-Pet.com			160		160
	E-mail, E-newsletter			75		75
	Whisker Waggin Adoption Trailer			10		10
	Tag Day			40		40
	PETsMART Dog Adoptions			324		324
	1/2 off Cat Sales			60		60
	Pet of the Week - newspaper display ads			64		64
	WKRK-TV Pet of the Week			30		30
	Brown Bag/Market on the Hill, etc...			10		10
	Coupon Sales, Special Promotions			40		40
	Adopt a Shelter Cat Promotion			30		30
	Veterans Day Promotion			15		15
City Shelter	Onsite adoptions				1,564	1,564
Subtotal		669	428	1,965	1,564	4,626
Total		756	508	2,118	1,599	4,981

COALITION ADOPTION EVENTS

The Project will hold 6 coalition adoption events in Year 7, all of which are returning events. They are the PetSmart First Love Event in February, PetSmart's Spring National Adoption Event in May, Pet Palooza in June, PetSmart's Fall National Adoption Event in September, the Howl'Oween Midnight Madness Event in October and the PetSmart Winter National Adoption Event in November. The last two events were added to the schedule in September 2010 in an effort to boost adoptions. We have seen a fluctuation in adoption numbers during the last half of Year 6 and are hopeful we are on a slow but steady upward swing.

All pets available for adoption will continue to sport a Maddie's® Adopt Me scarf and go home with a Maddie adoption kit that includes behavior/training information and a training DVD.

INDIVIDUAL EVENTS AND PROGRAMS

Animal Rescue Foundation

ARFanage – The ARFanage's hours are Monday - Friday from 12:00-3:00, Saturday from 11:00 -3:00, and by appointment.

PetSmart Dog Adoptions - ARF adoptions are held at PetSmart the 2nd & 4th Saturday of each month.

Dog training program for harder to place dogs – Hard to place dogs are currently being fostered by a volunteer. This volunteer works closely with the animals to ensure that any behavior modifications that may be needed are enforced. These animals remain with the volunteer until they are adopted.

Spotlighting Pets – ARF is spotlighting long timers and harder to place animals on the home page of their website and also on several Facebook pages.

Exposure at fundraisers - ARF's animals will attend several of their fundraising events in hopes of finding loving homes through exposure. During Woofstock 2009, two animals were adopted because of their attendance at the event, while at the Wiggle Waggle Walk of 2010 another two animals were adopted at the event and another was fostered.

Animals Around Town - ARF dogs will also be attending doggie day care. One dog a week will be attending Walks and Wags doggie day care to not only have exposure, but to also gain social skills necessary to be adopted. A local veterinarian's office with two locations will also allow one animal twice a week to come and be the ARF greeter in their waiting room. This will not only highlight the pets up for adoption but will also bring greater awareness.

Friends of the Mobile Animal Shelter

Pet of the Week – FOMAS appears on NBC15 at 5am on Friday to highlight one of their pets.

Monthly Adoptions at Pet Supplies Plus – Monthly adoptions are held at Pet Supplies Plus the second Saturday of the month from 1 – 3 pm.

PatSmart - Adoptions are held at PetSmart one Sunday a month and the 5th Saturday in those months with five Saturdays.

Open House – May and December – The City Shelter, along with FOMAS, have an Open House twice a year to promote the organizations and animals available for adoption.

B&B Pet Stop – Pet adoptions are held every 2nd & 4th Saturdays of the month from 10am-1pm; quarterly rabies and microchip clinics will be held. The store has limited floor space so the events are smaller than the ones held at PetSmart.

B&B Pet Stop Cat Adoptions - FOMAS cats are available for adoption during store hours and are housed in 6 stainless kennels located inside the store.

FOMAS Office Adoption Events – FOMAS will hold adoption events at their office on Saturdays when no off site adoption events scheduled. Plus the FOMAS office is open for adoptions 5 days a week.

Mobile SPCA

LoDa Art Walk – The Mobile SPCA will take its Whisker Wagon to downtown Mobile and set up at the LoDa ArtWalk at least one Friday night in the fall.

BOGO Cat Promotion – The Mobile SPCA will hold a special promotion to increase adoptions of cats in June and July. Cats older than six months will be just \$50 and kittens, normally \$75 each, will be Buy One Get One free.

Veterans Day Adoption Event – This event will be held at the MSPCA office on November 11, 2011 to capitalize on the City and County animal shelters and public school holiday closures. \$10 off the adoption fee will be given to any pet adopted by a veteran that day.

Project Safe Pets Adoption – The Mobile SPCA will participate in the Project Safe Pets adoption which is held quarterly and is sponsored by the local FOX television affiliate and Eastern Shore Toyota.

Star Spangled Puppy Adoption and other themed events – In conjunction with the 4th of July holiday weekend a special adoption was held in Year 6 and will be repeated in Year 7. In year six, 12 dogs were placed. The Mobile SPCA will follow Bonnie Brown's lead and capitalize on more events themed around holidays and local events like the Senior Bowl, Bay Bears, Shrimp Festival, Azalea Trail, etc. in an effort to get more media coverage, name recognition and to boost adoptions.

Mobile Museum of Art's Market on the Hill Adoption Events – The MSPCA Whisker Wagon will be used for dog adoptions at this farmer's market event held in March, April and May.

Bienville Square's Brown Bag in the Park – The MSPCA Whisker Wagon will be used periodically at this lunchtime weekday event held during spring to create awareness and drive interested adopters to our adoption center and upcoming adoption events.

Santa Parade Adoption, Lighting of the Christmas Tree and North Pole Stroll – The MSPCA Whisker Wagon will be set up in downtown Mobile during these Christmas events to place animals and to promote the Mobile SPCA and Maddie's[®] Project.

Spotlighting Pets – MSPCA is spotlighting pets on their website, Facebook page and on Twitter. Pets

are also highlighted in email blasts, newsletters and event mailings.

Digital Picture Frame – MSPCA dogs are featured on a digital picture frame on the front counter of a local pet store.

On-going events – The Mobile SPCA will continue to hold events at PetSmart and other venues. They will continue to evaluate each event and expand, drop and add events as opportunities arise.

Shared events – The Mobile SPCA will continue to accept invitations from other organizations such as the Penelope House, YMCA Wing Bowl, Red Cross, Port City Craftsmen and other organizations in the community to hold adoptions at their events and to create opportunities to collaborate on other events.

ORGANIZATIONAL DEVELOPMENT:

To build organizational strength, the lead agency will inform the other agencies of upcoming webinars (e.g., PetSmart Charities webinars) and provide training opportunities from local resources such as the Nonprofit Resource Center of Alabama (NRCA) and Public Relations Council (PRC). NRCA also offers online tools that can be utilized by the Maddie's® Partner Groups and includes topics such as Collaborations, Human Resources, Strategic Planning and Risk Management.

The partners are also making organizational changes to help strengthen our coalition.

ARF:

- Beginning in March of Year Six, ARF had a local veterinarian volunteer her service to the organization. This included fecal checks, vaccinations, and minor assessments of animals. To give the vet a good place to work, volunteers created a new sterile room at the ARFanlage in place of the old laundry room. Because of these donated services ARF has greatly reduced the cost of treating and caring for the animals.
- Continues to evaluate opportunities as they arise to participate in workshops, seminars, classes, etc. ARF had a representative attend the Humane Society of the United States Expo - during Year 6 and hopes to send representatives to other conferences in the future.
- ARF's newsletter is now sent out every quarter.
- A fundraising committee has been formed. The committee will hold a small fundraising event each month and larger event once a quarter.

FOMAS:

- Several of the Friends of the Mobile Animal Shelter board members have taken on additional roles. Two board members are coordinating photography and descriptions for posting on their website and Petfinder pages; another board member has taken the lead on the Pet of the Week spot.
- Volunteers will continue to be recruited through adoption events, the website and newsletter.
- Continues to evaluate opportunities as they arise to participate in workshops, seminars, classes, etc.

Mobile SPCA:

- Continues to stress to the coalition the importance of paid staff and to make plans for the future.
- Continues to hold workshops for its staff to improve customer service skills and make better matches for pets and people. Other project partners will be invited to attend.

- Staff and volunteers will attend the HSUS conference in Orlando May 4 through 7, 2011
- Will update their manuals and handbooks as new challenges arise.
- Will continue to hold weekly meetings for staff and volunteers. Once a month, the meeting will continue to include an educational segment to keep staff and volunteers updated on the increasing challenges of a growing shelter.
- Will hold a strategic planning meeting to identify objectives and strategies for the future.
- Will get their board more involved in the organization and in fundraising, re-write it mission statement to make it more clear and concise and better reflect the current mission of the organization.
- The Board will rewrite the bylaws to be more up to date and will create an endowment and endowment board to protect money bequeathed to the organization.
- Will continue to use GiftWorks, a donor management system, to help with various areas of fundraising.
- Create a Development Board made up of people who help in fundraising activities
- Develop more opportunities to recognize and appreciate our volunteers
- Work with non-animal non-profits to promote the Mobile SPCA and Maddie's® Project

ADVERTISING/PR/PROMOTIONS

Coalition Efforts:

The Coalition members are promoting animals available for adoption through their websites, Facebook pages, Twitter, newsletters, classified advertising and tabling events.

The Coalition will continue to promote coalition adoption events in Year Seven. Flexibility will be built into the events planned to accommodate changes in the marketplace. The Project purchases display newspaper advertising for some adoption events, and classified advertising for all of the coalition adoption events. We will, as we did in Year 6 with the addition of the Howl'Oween Midnight Madness Adoption, continue to review and adjust our events, schedules and promotions accordingly to stimulate interest in our events so our adoption numbers will increase.

Coalition media campaigns will continue to be utilized to boost adoptions and to serve as educational tools to help change the public's perception about the value of shelter animals. The Shelter Pet Project materials will continue to be used in the Mobile area. The lead agency will continue to take every opportunity to speak on radio and TV about the project and adoption events.

At each event the Project's Maddie Airdancer will be strategically placed outside of the building to catch people's attention and draw them into the adoption event. The project will purchase both radio and newspaper advertising for each of these events as well as continue to promote free PSAs. We will do radio and television interviews as well as circulate posters, flyers and email alerts. The Mobile SPCA will continue to run a Calendar of Adoption Events in their e-newsletter and mailed newsletter as well as email a monthly calendar to its volunteers. Pre- and post-event articles will be written and submitted to the newspaper and other media. We will continue to work on ways to get more TV coverage for these events.

All Project partners continue to promote the Maddie's® Spay/Neuter Project at all events and through newsletters and flyers supplied by the lead agency. The Mobile SPCA advertises the S/N Project as well as their reduced-fee spay/neuter program in local weekly newspapers as well through free and paid advertising. A spay-neuter information table is set up at every coalition adoption event and most Mobile SPCA adoption events.

Free Over Three Promotion and other coalition promotions – The lead agency will spearhead the Free Over Three Promotion again in Year 7. During this promotion, animals that have been with a coalition partner for more than three months have their adoption fees waived. This promotion was held twice in Year 6. It was more successful the first time it was held in April with 42 total animals placed. It was held a second time in August and only 21 animals were placed. We will create a different promotion for the second half of Year 7 to help keep the media interested in the project.

For advertising schedule see Adverts Year 7.doc attached

Individual Efforts:

The project partners are promoting adoptions through their individual websites, Facebook, Twitter, Petfinder.com, and Adopt-A-Pet.com. Participation in these sites provides links on other affiliate websites – PetSmart.com, Dogs.com, MightyDog.com, Pedigree.com and PetHarbor.com. This increased exposure will expand the reach of available pets for adoption and help to increase adoptions. Adoptions are also promoted in individual newsletters and classified newspaper advertising.

ARF, FOMAS, and the MSPCA are members of the Mobile Chamber of Commerce. The Mobile SPCA attends the monthly meetings and special chamber-sponsored events. As members, the groups are allowed to promote adoptions and events in the chamber e-newsletter and purchase advertising in the regular magazine that goes out to all chamber members. In addition events are included on the calendars of several community-based websites. The Mobile SPCA will participate in the Chamber of Commerce’s Nonprofit Roundtable. This roundtable meets quarterly to discuss issues non-profits have in our community. Each partner has been invited by the Chamber to be a part of this roundtable.

A spokesperson from each member agency will make presentations and give interviews about the project throughout the year.

Friends of the Mobile Animal Shelter, the Mobile SPCA and the coalition staff hold several tabling events each year to promote the Maddie’s® Pet Rescue and Spay/Neuter Projects.

ARF

ARF has revised their website and their website address is on all printed collateral material and is linked to their Petfinder.com page.

ARF will continue to make several radio appearances throughout the year on WABB 97.5 FM. The spots will include information on special fundraisers and adoption events.

ARF will tape a public service announcement with the FOX affiliate WALA Channel 10 in Mobile.

FOMAS

FOMAS continues to advertise their pets available for adoption and special events in the weekly Chamber of Commerce e-mails and will promote special events on an individual basis via *Lagniappe*, *Mobile Bay Monthly*, and various other local publications. FOMAS will continue to advertise in the *Mobile Press-Register*.

Special events will be advertised on an individual basis via local media; i.e. radio, TV spots.

Each year, FOMAS joins the City Shelter and other city and county services at an open house by the City and County governments. The event is geared towards promoting and creating awareness of the organization, membership information and volunteer recruitment. A list of available pets is provided along with a schedule of adoption events and venues.

FOMAS participates in the annual YMCA Family Workshop Day in April. FOMAS Volunteers bring puppies to attract the interest of the children and their parents to the booth where FOMAS info, Maddie's® stickers, and abuse awareness literature is distributed and discussed with children and parents in attendance.

Volunteers and their pets participate in Girl Scout workshops. Volunteers discuss pet basics, adoption, abuse awareness, etc. Girl Scout Troups also tour the Shelter at different times during the year.

Mobile SPCA

The Mobile SPCA will continue to purchase display newspaper advertising for some of their adoption events and classified advertising for all of their adoption events. MSPCA continues to advertise their adoptions, special events, and promotions in the weekly Chamber of Commerce e-newsletter.

Available pets are featured every Wednesday morning on the local news morning show, WKRG-TV5. The "Pet of the Week" segment features pet available for adoption and a representative from the Mobile SPCA discusses with the news anchor upcoming adoption and fundraising events. They will also continue to participate in the Pet of the Month feature published monthly by the Tri-City News.

The Mobile SPCA will increase special promotions and additional adoption events onsite at the adoption center following Bonnie Brown's lead capitalizing on more events themed around holidays and local events. The Mobile SPCA is hopeful that these efforts will garner more media coverage, name recognition and boost adoptions.

The Mobile SPCA will continue to produce and circulate brochures, flyers, posters and email alerts to drive people to their website and adoption center. The Mobile SPCA will also continue to learn about and implement evolving Social Media.

A Poster Committee was formed in Year 6. This committee circulates posters and flyers to veterinarian offices, pet stores and other pet-friendly locations. The committee will help in Year 7 as well.

The SPCA will create new signage for the trucks including "Follow me to adopt a great pet" sign for the back of the trailers and trucks.

The SPCA will continue its involvement with the Public Relations Council to help promote the Mobile SPCA and Maddie's® Project.

The SPCA will continue to participate in school assemblies and class presentations.

The Mobile SPCA is tracking information from adoption and spay and neuter applications. Questions on these applications ask where the person heard of the SPCA. This will give the SPCA a better understand how people get information about the agency and where to concentrate advertising and promotion of pets.

City of Mobile Animal Shelter

The City of Mobile Animal Shelter has redesigned their website which now features pets for adoption as well as shelter info, upcoming events, etc. The shelter also advertises in the classifieds and the Thrifty Nickel weekly. The city has a Facebook page where the shelter advertises a pet of the day as well as shelter info, happenings, and upcoming events.

KEEP THE FOCUS ON THE ANIMAL CONTROL SHELTER

AG partners will continue to increase transfers from the City of Mobile animal shelter. Open lines of communication with animal control and monthly meetings with city shelter staff and coalition members will continue. We will maintain at least a 5 to 1 adoption subsidy differential for above baseline adoptions involving animals taken from City shelter as opposed to the public.

ADOPTION GUARANTEE FOR HEALTHY ANIMALS

Our goal is to continue our Adoption Guarantee for healthy animals and at least 20% of treatable animals. Please see the attached document to see how we plan to continue to achieve our goal.

For Adoption Guarantee Plan of Action see Adoption Guarantee Plan.doc (attached).

REDUCE SHELTER INTAKE

The Coalition requires that all pets placed by an AG group be microchipped so that lost pets will be immediately reunited with guardians or AG groups and not take up space in the shelter. The shelter staff scans every pet that comes into the shelter hoping that it can be immediately returned to a guardian or one of the partners instead of staying at the shelter.

The lead agency has developed post-adoption behavior counseling and training classes to prevent owner surrenders and keep pets in their home. New adopters are contacted via email or postcard within 3 days of the adoption to address any problems the new parents are encountering. They then receive a questionnaire one month after the adoption. Additionally, ARF began making home visits when a dog was about to be returned to see if there were corrective measures that could be taken to keep the pet in the home. About 70% of the animals just needed a bit of corrective training resulting in better behaved pets that stayed in their new home.

The Mobile SPCA offers a basic dog obedience class at their facility giving reduced tuition to dogs adopted through the Mobile SPCA. The lead agency offers continuing education courses in animal behavior for its staff and is working to bring more educational opportunities like Sue Sternberg, ASPCA's Meet Your Match or HSUS's Pets for Life Training to the partners.

The Mobile SPCA will hold a basic obedience class for all shelters and AG groups to help staff teach basic manners to dogs they have for adoption. They will also teach "Quiet Kennels" so that staff can teach dogs how to sit quietly in their cages when potential families are looking at them thereby increasing their chances of adoption.

All pets receive an adoption packet that includes training, care and nutrition information, a "Training Your Adopted Dog" or "Your New Cat" DVD and a Maddie's[®] identification nametag. When the MSPCA questionnaires are returned and the adopter indicates that he is having a problem with

guarding, for example, a sheet and information on guarding is immediately mailed or emailed to the adopter. These sheets were also supplied to the City shelter in .pdf format so shelter staff can email them to people who call in requesting information and assistance. The adoption packet is aimed at helping new adopters keep the pet in their home by providing education materials to help them address problem behaviors and easy training methods.

All Mobile SPCA pets sport a purple dog bone tag saying "if found, return me to the Mobile SPCA." These tags serve as temporary ID for adopted pets. The Mobile SPCA has also created a sheet telling new adopters what to do if their new pet is lost. These efforts will help return MSPCA pets to the organization and keep them out of the City shelter.

All AG partners promote the Maddie's® S/N Project at all events, and through newsletters and flyers supplied by the lead agency. The Mobile SPCA advertises the S/N Project as well as their reduced-fee spay/neuter program in local weekly newspapers as well as through free and paid advertising (flyers, PSAs, newspapers). The Mobile SPCA continues to distribute flyers, door hangers and printed post-it notes offering \$10 off a spay or neuter and a free rabies vaccine with every surgery. The Mobile SPCA works with Discount Spay & Neuter to get reduced fees and other incentives to help promote spay and neuter.

The Mobile SPCA redesigned and printed 15,000 spay/neuter door hangers that now include a \$10 off coupon. These were given to City shelter to be used by ACO's on calls. The ACO's have a flyer with a \$10 off coupon and a free rabies vaccination with surgery that can be handed out as well. In September 2010 the lead agency and Maddie's® Field Representative met with the City shelter staff and asked them to please discuss spay/neuter and hand out coupons to citizens relinquishing puppies and kittens, to people buying city licenses for unaltered pets, and to people who have large numbers of animals on their property. As an incentive, the Mobile SPCA has offered to have a pizza party for the shelter staff for each month in which one hundred ten dollar off coupons are handed out by the shelter and are returned to the Mobile SPCA by vet clinics.

In that same meeting with City shelter staff, there was a plan discussed to implement a program that would drastically lower the euthanasia rate of feral cats – it is estimated that 75% of unhealthy & untreatable deaths of felines in the City shelter are feral cats. The shelter will begin to loan traps only to people who borrow them for TNR, and not to people who want to relinquish them for euthanasia. The staff will begin to discuss the feral cat's role in society, and the fact that these cats should be trapped, neutered and returned and not killed in the shelter. The lead agency is also working to secure lower cost surgery fees for ferals as well as special days veterinarians will alter them. Brochures were created for the City shelter to help the public understand the advantages of TNR.

The lead agency will continue to promote TNR for ferals, offer spay/neuter assistance and refer people who need help trapping to the Azalea City Cat Coalition. The City Shelter has implemented a TNR program for the feral cat colonies located at the Mobile Municipal Park and continue to work with the Azalea Cat Coalition to deal with some of the larger feral colonies.

20. YEAR SEVEN FUNDRAISING STRATEGIES

Fundraising is critical to the success of your project. In trying to establish a no-kill community in your target community, the coalition can't rely solely on the Maddie's Fund grant. The lead agency and the participating groups need to attract **substantial additional resources** to help them continue the adoption guarantee when our grant ends and to expand their efforts to care for sick and injured pets, making them healthy and eligible for placement in loving homes. With this in mind, Maddie's Fund expects that some grant funds will be allocated for fundraising and revenue generation.

For Year Seven, please identify the fundraising goal for the project and explain how the fundraising goal will be met by the lead agency and each participating adoption guarantee organization (if applicable). Include in your discussion a description of the activities that will be undertaken to raise these funds and how Maddie's Fund support will be used to reach these goals. Of the total funds to be raised in Year Seven, please indicate how much of the money will be used in Year Seven and how much will be set aside for future years of the project. Please identify the Year Seven goal for your reserve fund for this project.

Special Note: The additional revenue generated to meet this goal can not include funds designated for a capital campaign, in-kind donations, endowment income, bequests or restricted gifts other than those for adoption programs.

The Maddie's® Pet Rescue Project in Mobile realizes that the AG Organizations need to raise substantial funds and set some of those funds aside for future years. Fundraising subsidies are allocated to each agency according to the percentage of their adoption goals, and it is expected that each agency will raise substantial amounts with the fundraising subsidies and set aside a portion of the funds raised.

	Amount Of MF Grant	Total FR Subsidy 5%	Total Project FR Goal (Amount to be Set Aside)	Coalition		ARF		FOMAS		SPCA	
				FR Subsidy	FR Goal (to be set aside)	FR Subsidy 22%	FR Goal (to be set aside)	FR Subsidy 17%	FR Goal (to be set aside)	FR Subsidy 61%	FR Goal (to be set aside)
Y7	\$422,820	\$21,141	\$95,564	0	\$11,000	\$4,651	\$18,604	\$3,594	\$14,376	\$12,896	\$51,584

Coalition Fundraising Projections

The Mobile SPCA will sell their Maddie's® Pet Lovers t-shirts and hold bake sales at all possible events. A Maddie's® booth will be set up at the ARF's Woofstock and other events to sell Maddie's® T-Shirts. All money raised will go toward our Project fundraising goal of \$11,000. Pet Palooza booth rental and sponsorships will also go toward our Project fundraising goal.

Coalition Fundraising Events	Year 7
Microchips	850
T-Shirt Sales	4900
Pet Palooza	3500
Pet Photos	350
Bake Sale	400
Corporate Sponsorship/donations	1000
Total Funds Raised for Reserves	\$11,000

Individual Fundraising Projections

The charts reflect net fundraising dollars.

ARF	Year 7 (2011) Projected
Fundraising Subsidy	\$4,651
Cost of New & Expanded Initiatives	
Special Events	
Bingo	\$20,000
5K Run	\$1,500
Woofstock	\$11,500

T-Shirts	\$900
Calendar	\$3,000
5K Jam	\$285
Take a Bite Save a Live	\$1,000
Yard Sale	\$300
Boutique Sale	\$400
Subtotal - Special Events	\$37,185
Development	
Direct Mail Appeal	\$500
Subtotal - Development	\$500
Total Costs	\$37,685
INCOME	
New Initiatives	
Special Events	
Bingo	\$36,000
Wish Tree Campaign	\$1,000
Calendar	\$2,000
Softball Tournament	\$300
5K Jam	\$3,000
Golf Tournament	\$5,000
Take a Bite Save a Life	\$6,000
Dog Wash	\$200
Yard Sale	\$3,000
Boutique Sale	\$4,600
Paint Pals	\$800
Subtotal - Special Events	\$61,900
Development	
Grant Writer	\$500
School Fundraisers	\$200
PetSmart Charaties Grant	\$1,200
Membership Drive	\$200
Direct Mail Appeal	\$200
Microchip Income	\$150
T-Shirt Sales	\$1,500
Web/Pet Sponsorship Program	\$200
I-Give Campaign	\$100
Year End Appeal	\$700
Subtotal - Development	\$4,950
Total - New Initiatives	\$66,850
Current Revenue Sources	
Special Events	
Belk Charity Tickets	\$2,500
Santa Pictures	\$3,000
Gift Wrapping	\$300
Satori Music Night	\$2,500
Woofstock	\$32,000
5K Run (updated)	\$15,000
Casino Night	\$2,600
Mary Kay	\$1,999
Subtotal - Special Events	\$59,899

Development	
Kennel Sponsorship	\$2,000
Contributions/Newsletter	\$42,000
Donation Boxes	\$1,500
Grants (Other)	\$7,900
Membership	\$950
Subtotal - Development	\$54,350
Programs & Services	
Adoption Fees	\$43,405
Adoption Subsidy	\$80,000
PetSmart Adoption Stipends	\$1,700
Subtotal - Programs & Services	\$125,105
Total - Current Revenue	\$239,354
Total Income	\$317,833
Gen. Op. Funds - Current & Future	\$299,229
Set Aside for Future Years	\$18,604

FRIENDS OF MOBILE ANIMAL SHELTER (FOMAS)	Year 7 (2011) Projected
Fundraising Subsidy	\$3,594
Cost of New & Expanded Initiatives	
Special Events	
Antique Car Show	\$2,300
Silent Auction	\$1,000
Easter Bunny Pictures	\$750
Pets In the Park	\$1,500
Greater Gulf State Fair	\$750
Santa Pictures	\$600
Spay Day	\$2,500
Microchip Clinics	\$850
Organize Walk for Animals Event	\$2,000
Subtotal - Special Events	\$12,250
Development	
Target Business Memberships	\$600
Produce Special Donation Jars	\$1,200
Develop/Increase Newsletter Mailing	\$1,500
Direct Mail Appeal	\$800
Year-End Appeal	\$950
Website Design	\$700
Subtotal - Development	\$5,750
Total Costs	\$18,000
INCOME	
New FR Initiatives (Est)	
Special Events	

Antique Auto Show	\$7,000
Silent Auction Event	\$3,500
Wine Tasting	\$750
Subtotal - Special Events	\$11,250
Development	
Business Memberships	\$1,500
Donation Jars/Dog & Cat Banks	\$2,400
Newsletter Donations	\$3,300
Year-End Appeal	\$2,700
Direct Mail Appeal	\$2,000
Corporate Sponsorship	\$1,500
Microchip Clinics	\$7,000
Spay Day Events	\$24,000
Subtotal - Development	\$44,400
Total - New Initiatives	\$55,650
Current Revenue Sources	
Special Events	
Dog Wash	\$1,200
Paint Party	\$2,500
Easter Bunny Pictures	\$2,200
Pets In the Park	\$6,000
Santa Pictures	\$2,400
Subtotal - Special Events	\$14,300
	\$25,550
Development	
Donations	\$14,000
Grants	\$4,000
Subtotal - Development	\$18,000
Programs & Services	
Dog Food Sales	\$5,000
Adoption Subsidies	\$55,000
Adoption Fees	\$27,669
Subtotal - Programs & Services	\$87,669
Total - Current Revenue	\$119,969
Total Income	\$180,675
Gen. Op. Funds - Current & Future	\$166,299
Set Aside for Future Years	\$14,376

Mobile SPCA	Year 7 (2011) Projected
Fundraising Subsidy	\$12,896
Cost of New & Expanded Initiatives	
Special Events	
Bowl-A-Thon	\$50
Christmas Photos w/ Santa	\$250
Greater Gulf State Fair	\$50

Misc Special Events	\$5,000
Southminster Mutt Show	\$6,000
Spay-ghetti Dinner	\$300
Tag Day	\$100
Open House/Blessing of Animals	\$100
Doggie Fashion Show	\$100
Brown Bag Days	\$100
Mardi Gras Parade	\$100
Photo Contest	\$300
Mutt Tail Hour	
Subtotal - Special Events	\$12,450
Development	
Mobile SPCA Video	\$1,000
Direct Mail	\$1,500
Newsletter	\$5,500
Membership Drive	\$300
Misc Fundraising	\$600
Grant Writer	\$5,000
Capital Campaign/Bldgs & Prop	\$6,000
Ebay Sales	\$200
Tree Naming/Butterfly Garden	\$100
Subtotal - Development	\$20,200
Marketing	
Marketing	\$9,000
Bumper Stickers, Magnets	\$750
Logo Gear	\$500
Volunteer T-Shirts	\$500
Subtotal - Marketing	\$10,750
Programs & Services	
Microchipping	\$1,500
Thrift Store/Rummage	\$500
S/N & Authorized Assistance	\$13,500
Resale Shop Salary	\$24,000
Subtotal - Programs & Services	\$39,500
Total Costs	\$82,900
INCOME	
New Initiatives	
Special Events	
Bowl-A-Thon	\$3,500
Southminster Mutt Show	\$8,000
Spay-ghetti Dinner	\$6,000
Tag Day	\$500
Open House	\$750
Doggie Fashion Show	\$900
Brown Bag Days	\$800
Mardi Gras Parade	\$800
Mutt Tail Hour	\$1,000
Race Car Event	\$100
Port City Craftsmen/Abba Craft Fair	\$450
Arts Alive	\$100
Barnes/Nobles Christmas Giftwrap	\$100
Improv Comedy Event	\$250
Subtotal - Special Events	\$23,250

Development	
Newsletter	\$8,000
Mobile SPCA video	\$750
Direct Mail Appeal	\$500
Membership Drive	\$3,500
Sponsorship Program	\$2,000
Grants (Writer)	\$15,000
Ebay Sales	\$1,500
Tree Naming/Butterfly Garden	\$750
Subtotal - Development	\$32,000
Marketing	
Misc Marketing	\$5,000
Subtotal - Marketing	\$5,000
Programs & Services	
Microchipping	\$800
Thrift Store/Rummage	\$16,000
New Recycle Centers/Bins	\$1,000
Subtotal - Programs & Services	\$17,800
Total - New Initiatives	\$78,050
Current Revenue Sources	
Special Events	
Blessing of the Animals	\$400
Christmas Photos w/ Santa	\$1,100
Donation Boxes	\$800
Donor Party	\$900
Greater Gulf State Fair	\$300
Mobile Theater Guild	\$450
Pet Palooza Rummage	\$700
Photo Contest	\$4,900
Misc Special Events	\$17,500
Subtotal - Special Events	\$27,050
Development	
Bequests, Grants, Legacies	\$238,900
Contributions	\$45,000
Estate Sale Income	\$7,000
Interest Income	\$14,000
Membership	\$10,000
Memorial Garden	\$3,500
Memorials & Honorariums	\$18,000
Monthly giving	\$5,000
Subtotal - Development	\$341,400
Marketing	
Bumper Stickers/Magnets	\$600
Logo Gear	\$1,000
Volunteer T-Shirt Sales	\$1,000
Subtotal - Marketing	\$2,600
Programs & Services	
Adoption Fees - Office/PetsMart	\$207,900
Adoption Equipment/Supplies	\$500
Adoption Subsidies	\$435,000
Adoption Van Donations	\$700
Bake Sale	\$350
Cookbook, Cookie Cutter, etc..	\$350

Cruelty Reward Fund	\$500
Disaster Preparedness Income	\$250
Humane Education	\$200
Miscellaneous Income	\$750
Misc Income - Recycle; Cards	\$1,900
Moses Fdn - Admin Fees	\$200
PetsMart Rewards	\$13,034
Rabies Clinics	\$700
Rescue Donations	\$3,500
Science Diet Food Donations	\$5,000
Spay/Neuter Donations	\$3,000
Trap Deposit Donations	\$800
Subtotal - Programs & Services	\$674,634
Total - Current Revenue	\$1,045,684
Total Income	\$1,157,609
Gen. Op. Funds - Current & Future	\$1,106,025
Set Aside for Future Years	\$51,584

21. YEAR SEVEN BUDGET

Provide a Year Seven Budget for the project. The Year Seven Budget must reflect the costs associated with each activity that will be undertaken to meet the ABOVE BASELINE TARGETS of the project as identified and described in Year Seven Programs and Services [Section 20] and Year Seven Fundraising Strategies [Section 21].

The Budget should include line item breakdowns of these costs by activity.

INCOME	YR 7
Maddie's Fund Grant	\$431,820
TOTAL INCOME	\$431,820
EXPENSES	
ADOPTION SUBSIDIES	
Adoption Subsidies	\$258,916
Subtotal	\$258,916
PROGRAM & SERVICES	
Advertising	
Radio for Adoption Events	\$12,680
Billboards	\$3,500
Newspaper for Events/Promotions	6,500
Radio Production Events/Promotions	\$2,000
Posters, Flyers, etc.	\$1,000
Subtotal	\$25,680
Fundraising Subsidies	\$21,141
Events	
Supplies	\$1,785
Rental/Tents/Security/Equipment	\$3,000
Postage	\$200
Events Miscellaneous	\$48
Subtotal	\$5,033
Maddie's[®] Recognition	\$450
OPERATING	
Salaries	

Project Coordinator	\$34,000
Event Coordinator	\$32,000
Assistant Project Coordinator	\$28,000
Subtotal	\$94,000
Benefits	
Employee taxes	\$9,600
Health Insurance	\$12,500
Subtotal	\$22,100
General & Administrative	
Financial Audit/Accountant	\$2,000
Office Supplies	\$1,000
Telephone/Long Distance/Cell	\$1,000
DSL Internet/Website Hosting	\$500
Subtotal	\$4,500
TOTAL EXPENSES	\$422,820

22. MADDIE RECOGNITION

For Year Seven, please provide a detailed recognition plan describing how the lead agency and the participating groups will recognize Maddie, the little dog who made possible the funding for this project.

Project Recognition

Maddie Identification:

- Maddie's[®] name on project
- Maddie's[®] Fund[®] info in press kits
- Maddie's[®] info on press kits
- Maddie's[®] info and logo on all Project reports and correspondence

Signage:

- Signs for City shelter and Adoption Guarantee members for front of facility
- Banners and signs at all events

In house printing with Maddie's Fund logo:

- Project's letterhead, envelopes, business cards
- Flyers
- Behavior sheets

Adoption events:

- Maddie's[®] Project Airdancer placed outside of every coalition event to draw people in
- Mini-Schnauzer costume worn at adoption events and speaking engagements
- Maddie's[®] onfo sheets about new pets, care, behavior, etc.
- Maddie's Fund logo on scarves for all dogs
- Maddie's[®] stickers to stick on children
- Maddie's Fund logo on ads, posters and flyers – paid and free – for adoption events

Media:

- Maddie PSA's to be circulated to media
- Maddie's Fund logo and info on all PSA materials
- Pitch stories throughout the year about Maddie's[®] Project
- Call all pets on TV appearances "Maddie's[®] Pet"
- Continue radio and TV appearances
- Continue securing PSA's
- Maddie's Fund logo on members' Facebook pages and other social media

Website:

- All partners to provide links to Maddie's Fund website, Petfinder.com and members sites
- Coalition page on the Mobile SPCA website

Additional:

- Maddie speaking engagements to familiarize people with project

Animal Rescue Foundation Recognition

- Maddie's® logo appears on applications; kennel cards; brochures; and newsletters.
- Signs at the ARFanage display the Maddie's® logo
- Maddie's Fund is promoted at all adoption events
- Maddie's Fund is promoted at all fundraising events
- Annual community and own organization's stats posted on website

Friends of the Mobile Animal Shelter Recognition

- Maddie's® Pet Rescue Project and the Maddie's Fund are promoted at adoption events.
- Behavior information sheets and Maddie's® Spay/Neuter information promoted at monthly adoptions
- Maddie's® pet signs are displayed at each event
- Maddie's Fund info is included in all press kits
- Signs are displayed on front of shelter door, FOMAS's office and adoption area
- Cage cards are used on adoption cages at each event
- Banners and signs are used at all events
- Maddie's® Pet Rescue Project logo is used on all volunteer t-shirts
- Maddie's® logo is included on quarterly newsletter "Four-Legged Forum"
- Will continue the monthly ad in the Chamber of Commerce newsletter with Maddie's® logo prominently displayed
- Maddie's® sticker on all FOMAS paperwork
- Each FOMAS agenda has Maddie's® logo on it
- Donna Turner, President FOMAS, will continue to make Maddie's® presentations to the Chamber of Commerce
- All "Pets in the Park" literature, i.e., flyers, vendor apps, signs, carry the Maddie's logo
- FOMAS will continue ad in Chamber of Commerce weekly Internet newsletter, which includes Maddie's® logo
- Materials handed out at Chamber of Commerce diplomat meetings by Donna Turner will continue
- Maddie's Fund flyer has been enlarged and is displayed prominently in the shelter and FOMAS offices
- Annual community and own organization's stats posted on website

Mobile SPCA Recognition**Signage:**

- Maddie's® Pet Rescue Project signs on front of facility and inside the office
- Signs on adoption pens at each event
- Signs displayed in each adoption venue, for example, our cat condos at PetSmart
- Banners and signs at all events
- Yard signs and magnetic car signs carry the logo

- Logo will appear on Adoption Center Building
- Maddie's[®] info added to all Mobile SPCA adoption event posters.

In house printing with Maddie's Fund[®] logo:

- Maddie Partner indicated on letterhead, envelopes,
- Maddie Partner indicated on all printed material
- Stickers for already printed material
- Maddie's[®] info added to all Mobile SPCA email posters and flyers.

Adoption events:

- Maddie's[®] sheets in adoption packets with information about new pets, care, behavior, etc. including "Training Your Adopted Dog" video carrying the Maddie's Fund Logo sticker
- Maddie's Fund logo scarves for all dogs
- Maddie's Fund logo event posters
- Maddie's[®] stickers on approved adopters
- Maddie's Fund logo on the Whisker Wagon adoption trailer
- Maddie's[®] stickers on volunteers at adoption events

At Facilities:

- Maddie's[®] name on MSPCA cat condos at PetSmart
- Maddie cage cards PetSmart and MSPCA office
- MSPCA adoption rooms named Maddie's[®] Adoption Dorm
- Logo appears on all cat and dog cage cards

Media:

- Maddie's Fund logo and info on all PSA material
- Call all pets on TV appearances "Maddie's[®] Pet"
- Maddie's[®] Pet of the Week feature in newspaper, television, weeklies
- Develop a Maddie's[®] S/N Project brochure
- Continue placing ads in weekly newspapers for S/N Project – *Lagniappe*, *Call News*, and *American Classified*
- Maddie recognition given on all descriptions of pets listed on Petfinder.com, adopt-a-pet.com, MobileSPCA.org, and on adoption event and adoption center cage cards
- Maddie's Fund logo on Facebook page

Website:

- MSPCA website linked to Maddie's Fund website
- Maddie's Fund logo on each page of SPCA website
- Maddie's[®] page on Mobile SPCA website
- Coalition page on the Mobile SPCA website
- Annual community and own organization's stats posted on website

Additional:

- Speaking engagements to familiarize people with project
- Article published in internal newsletters
- Maddie's Fund brick in MSPCA Memorial Gardens
- Hand out Tail Wags at school appearances, adoption events, health fairs, community meetings, tabling events and Greater Gulf State Fair

- Hand out S/N flyers at adoption events, speaking engagements, etc.

Clothing:

- Use embroidered patches. MSPCA members, for example, can purchase Lands End or Sam’s gear with MSPCA logo embroidered on it. Patches will be added to SPCA or other member’s appropriate clothing.
- Maddie’s® logo on volunteer shirts
- Annual community and own organization’s stats posted on website

23. SUSTAINABILITY PLAN

Maddie's Fund would like you to provide an updated 10-year strategic plan showing how you intend to transform your target community into a no-kill community.

For each year of this plan, you should include as much detailed information as possible about the strategies your coalition will employ to:

- increase adoptions and reduce shelter deaths community-wide so that no healthy shelter pet will be euthanized starting in Year Seven;
- sustain the adoption guarantee for healthy pets in the face of dwindling Maddie's Fund support and after the grant ends; and
- expand the adoption guarantee to include treatable shelter pets so that by the end of Year Ten all healthy and treatable shelter dogs and cats will be guaranteed a loving home in your community.

Please include in your discussion: the functions of the lead agency and the participating groups as a whole; a fundraising plan identifying the fundraising goals, what portion of each goal will be raised by the lead agency and the participating groups; the size of the "reserves" to be created to sustain the project in future years and how the reserves will be tracked and distributed; the sources of fundraising; a budget including line item breakdowns of the expenses and income; and a Maddie recognition plan.

Please see attached file, “Mobile Year 7 Strategic Plan.doc”

24. ANIMAL WELFARE ISSUES

For your target community, briefly describe the feral cat policies in your target community. In addition, please describe any actual or proposed changes in animal control enforcement or policies (including pit bull policies), or other animal welfare issues that could affect the ability of your project to implement an adoption guarantee for healthy and treatable shelter dogs and cats. (Not to exceed two attached pages).

S/N LAW: Starting in July 2006, the State of Alabama adopted a spay/neuter law that requires that all animals adopted through animal shelters and humane organizations be spayed or neutered before adoption.

FERALS: When the City Animal Shelter identifies a feral cat colony, usually through complaints by neighbors, they contact the person feeding the colony or the owner of the property where the colony is located, and if they can be found, efforts are made to assist them with TNR. The City Animal Shelter does not pick up feral cats unless there is a special circumstance or many complaints about a “problem” area. They will now offer the courtesy use of a trap to people who are willing to TNR. The City Shelter now works closely with the Azalea City Cat Coalition, a non-profit that deals only with feral cats, and has instituted several TNR programs in the City. The Mobile SPCA also offers a \$10 off spay/neuter coupon to everyone that requests help. We are hoping that with the new approach to ferals listed under the “reduce shelter intake” section that there will be a reduction in feral cat deaths at the City Shelter.

PITBULLS: The Mobile SPCA's official policy is that it does not accept or place any aggressive or biting dogs.

City of Mobile Animal Shelter does not place or transfer any dogs that are aggressive to people or other animals. All mixed breed dogs, including mixed breed pit bulls, are evaluated on an individual basis before being placed for adoption. Mobile Animal Shelter will transfer friendly adult pit bulls to recognized rescue groups that are identified through recommendations from other shelters in the state.

Friends of the Mobile Animal Shelter's policy mirror that of the City Animal Shelter.

Animal Rescue Foundation does not have a pit-bull policy. They take each animal on an individual basis as they come to them regardless of breed.

25. GOVERNMENT MANDATES

Please indicate if there is a mandatory spay/neuter law, and/or a pound seizure law (i.e., the sale or release of lost, abandoned and homeless dogs and cats from an animal shelter to a research, testing or educational facility) enacted in the target community. If yes, please identify the jurisdiction and attach copies of the law(s), if not already on file.

In the Seven years of the project no animal has been taken from animal control by the University of South Alabama for research. We expect that no animals will be taken in the future because the University has found another source for research animals through breeders.

Part VII: Glossary Of Terms

26. TYPES OF ORGANIZATIONS

Animal Control: Municipal agencies or animal organizations that contract with local governments to provide animal control services.

Traditional: Animal organizations that manage shelter populations by euthanizing pets that are considered to be healthy or treatable in addition to unhealthy & untreatable animals.

Adoption Guarantee: Organizations that save all the healthy and treatable animals under their care, with euthanasia reserved only for unhealthy & untreatable animals. An adoption guarantee organization could be an animal shelter, rescue group, foster care organization, or sanctuary.

A shelter does not have to say it's an adoption guarantee organization, but it does have to: 1) save all of the healthy and treatable animals that come under its care; and 2) use the definitions of healthy, treatable, and unhealthy & untreatable as defined by Maddie's Fund. Additionally, the shelter must clearly articulate to its community that it saves all healthy and treatable animals and provide appropriate shelter data to Maddie's Fund.

Special Note: To be eligible for consideration for a Maddie's Fund community grant, all the animal control and traditional shelters in your target community must participate in your project.

27. CATEGORIZATIONS/DEFINITIONS OF SHELTER ANIMALS

Healthy: The term "healthy" means and includes all dogs and cats eight weeks of age or older that, at or subsequent to the time the animal is taken into possession, have manifested no sign of a behavioral or temperamental characteristic that could pose a health or safety risk or otherwise make the animal unsuitable for placement as a pet, and have manifested no sign of disease, injury, or congenital or

hereditary condition that adversely affects the health of the animal or that is likely to adversely affect the animal's health in the future.

Treatable: *The term “treatable” means and includes all dogs and cats that are “rehabilitatable” and all dogs and cats that are “manageable.”*

Rehabilitatable: *The term “rehabilitatable” means and includes all dogs and cats who are not “healthy,” but who are likely to become “healthy,” if given medical, foster, behavioral, or other care equivalent to the care typically provided to pets by reasonable and caring pet owners/guardians in the community. (These conditions are generally considered to be curable.)*

Manageable: *The term “manageable” means and includes all dogs and cats who are not “healthy” and who are not likely to become “healthy,” regardless of the care provided; but who would likely maintain a satisfactory quality of life, if given medical, foster, behavioral, or other care, including long-term care, equivalent to the care typically provided to pets by reasonable and caring pet owners/guardians in the community; provided, however, that the term “manageable” does not include any dog or cat who is determined to pose a significant risk to human health or safety or to the health or safety of other animals. (These conditions are generally considered to be chronic.)*

Unhealthy & Untreatable: *The term “Unhealthy and Untreatable” means and includes dogs and cats who, at or subsequent to the time they are taken into possession,*

- (1) have a behavioral or temperamental characteristic that poses a health or safety risk or otherwise makes the animal unsuitable for placement as a pet, and are not likely to become “healthy” or “treatable” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community; or*
- (2) are suffering from a disease, injury, or congenital or hereditary condition that adversely affects the animal's health or is likely to adversely affect the animal's health in the future, and are not likely to become “healthy” or “treatable” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community; or*
- (3) are under the age of eight weeks and are not likely to become “healthy” or “treatable,” even if provided the care typically provided to pets by reasonable and caring pet owners/guardians in the community.*

Part VIII: Supplemental Information



The Pet Rescue Foundation

Maddie's® Pet Rescue Project in Mobile County, AL: Year Seven

Please provide the following information for each adoption guarantee organization participating in your project, if not already on file.

1. Organization Information

1a) NAME OF GROUP		
1b) ADDRESS		
1c) CITY	1d) STATE	1e) ZIP CODE
1f) TELEPHONE	1g) FAX	1h) WEB SITE
1i) EMAIL ADDRESS	1j) DATE OF INCORPORATION	1k) FED TAX EXEMPT STATUS
1l) TAX ID NUMBER	1m) CONTACT (Name/Title)	1n) CONTACT TELEPHONE

2. Mission Statement of the Organization

3. Financial Information

For organizations that file RETURN OF ORGANIZATION EXEMPT FROM INCOME TAX - IRS FORM 990, the information requested above comes from line items 12, 17, and 73b, respectively, of the IRS Form 990 and should be taken from the documents you have already filed with the IRS. Please indicate if the information is based on the calendar year or the fiscal year. If fiscal, indicate the month in which the year begins.

	2009	2008	2007
3a) Total Revenue			
3b) Total Expenses			
3c) Total Net Assets			
3d) Calendar Year or Fiscal Year (include month FY begins)			

4. Is this organization audited on an annual basis? YES NO

Part IX: Grant Application Checklist

- o A Signed and Complete Application Form.
- o Alphabetical list of all groups participating in Year 7.
- o A monthly breakdown and annual summary of baseline year shelter statistics for animal control, using the forms provided with this application. *[These reporting forms must be signed by the shelter personnel with copies of the signed forms submitted to Maddie's Fund.]*
- o A monthly breakdown and annual summary of baseline year shelter statistics for each participating adoption guarantee organization that was operational at that time, using the forms provided with this application. *[These reporting forms must be signed by the shelter personnel with copies of the signed forms submitted to Maddie's Fund.]*
- o A monthly breakdown of the baselines and Year Seven goals for adoptions, reduction in total shelter deaths, and reductions in healthy shelter deaths.
- o A description of the Year Seven Programs and Services.
- o The number of baseline and above baseline adoptions to be performed by each participating adoption guarantee organization.
- o The Year Seven Fundraising Strategies.
- o Year Seven Budget.
- o 10-Year Strategic Plan.
- o Copies of government spay/neuter mandates, if not already on file.
- o Supplemental Information for each participating adoption guarantees organization, if not already on file.
- o Copy of IRS Determination Letter for lead agency, if not already on file.
- o Copy of most recent financial statements or audit for lead agency.