

October 18, 2010

Richard Avanzino, President  
Maddie's Fund  
2223 Santa Clara Avenue, Suite B  
Alameda, CA 94501

*Re: Maddie's Fund<sup>®</sup> Spay/Neuter Application for the Community Collaborative Project in Mobile County, Alabama – YEAR 7*

Dear Mr. Avanzino:

The Alabama Veterinary Medical Association (ALVMA) is requesting a \$250,750 grant from Maddie's Fund to administer the seventh phase of a spay/neuter (s/n) program in Mobile County involving dogs and cats of low-income people. This program, entitled *Maddie's<sup>®</sup> Spay/Neuter Project for Mobile County*, is part of a community collaborative project led by the Mobile SPCA to end the killing of healthy shelter dogs and cats in Mobile County within five years.

#### Veterinary Hospital Participation

The total number of surgeries to be performed under this program over the seven-year period is 29,603. The goal for the seventh year of *Maddie's<sup>®</sup> Spay/Neuter Project* will be 2,950 s/n surgeries. These surgeries will be performed by ALVMA member veterinarians in private practice veterinary hospitals (i.e., those not owned or operated by a government agency or public charity) located in Mobile County. The participants will be a continuation of the member veterinarians participating in the first and second phases of this program.

If this project is funded, participating private practice veterinary hospitals/clinics will be required to submit monthly reports to the ALVMA regarding the number of s/n surgeries performed: (1) as part of *Maddie's<sup>®</sup> Spay/Neuter Project*, (2) as part of any other discount programs, (3) for all clients not included in (1) or (2), with each category broken down according to gender and species. Each participating hospital will also report the number of deaths of any dogs and cats delivered for s/n surgeries under *Maddie's<sup>®</sup> Spay/Neuter Project*.

#### Target Population

*Maddie's<sup>®</sup> Spay/Neuter Project* will be available to Mobile County residents who receive Medicaid assistance and who have companion dogs and/or cats. Caregivers participating in this program will present their Medicaid identification card and a picture identification card at the time of the s/n surgery. Participating veterinary hospitals will be required to submit photocopies of the caregiver's Medicaid and picture identification cards with each

reimbursement form. There will be an annual pet limit of up to six dogs and cats per household.

S/N surgeries performed on cats and dogs residing in animal shelters or otherwise under the care of animal welfare organizations will not be eligible for reimbursement as part of *Maddie's<sup>®</sup> Spay/Neuter Project*.

### Grant Request

The grant request for the sixth phase of this project is \$250,750. Of that, approximately \$238,950 will be used to pay qualified private practice veterinary hospitals for performing 2,950 s/n surgeries on dogs and cats of low income people who receive Medicaid benefits (based on an average cost per surgery of \$81.00). Approximately \$11,800 will be used by the ALVMA to administer the program (based on a \$4 transaction fee per surgery performed).

The ALVMA is proposing to use grant funds to reimburse the hospitals up to \$50 per dog neuter, \$120 per dog spay, \$30 per cat neuter, and \$75 per cat spay. In addition to the grant funds, the public will be asked to make a co-payment of \$20 per dog surgery and \$10 per cat surgery. Participating veterinary hospitals will, therefore, receive a maximum of \$70 per dog neuter; \$140 per dog spay; \$40 per cat neuter; and, \$85 per cat spay.

The ALVMA agrees that no additional fees, beyond the reimbursements from grant funds and the public's co-payment, will be charged by participating private practice veterinary hospitals for s/n surgeries performed under *Maddie's<sup>®</sup> Spay/Neuter Project*.

### Reporting Requirements

The ALVMA will provide Maddie's Fund with quarterly, semiannual, and annual reports that contain an alphabetical list of all participating private practice veterinary hospitals/clinics and for each hospital/clinic, a breakdown of s/n statistics identifying the number of s/n surgeries performed: (1) as part of *Maddie's<sup>®</sup> Spay/Neuter Project*, (2) as part of any other discount programs, (3) for all clients not included in (1) or (2), with each category broken down according to gender and species. Each participating hospital will also report the number of deaths of any dogs and cats delivered for s/n surgeries under *Maddie's<sup>®</sup> Spay/Neuter Project*. In addition, the ALVMA will submit baseline statistics for all new veterinary hospitals participating in the program.

As part of the semiannual and annual reports, the ALVMA will provide financial information that includes an income statement for grant funds, a balance sheet and a statement of cash flow. The ALVMA will also include a list of publicity the *Maddie's<sup>®</sup> Spay/Neuter Project* has generated and copies or samples of all collateral materials the ALVMA has produced to promote the program.

### Maddie Recognition

In order to comply with Maddie's Fund guidelines for Maddie's recognition, the ALVMA will be responsible for the following:

- **Correspondence to veterinarians:** The ALVMA's correspondence to veterinarians about Maddie's® S/N Project (introductory letters, and client information sheets) will include a paragraph, "*About Maddie's Fund®*," prepared by the foundation.
- **Press Releases:** The ALVMA's press releases referring to Maddie's® S/N Project will include a paragraph, "*About Maddie's Fund®*," prepared by the foundation.
- **Press Packages:** Press packages/kits distributed by the ALVMA about Maddie's S/N Project will contain a Maddie® Fact Sheet, provided by Maddie's Fund.
- **Website:** The ALVMA will add a page about Maddie's Fund to its website. The page will show the Maddie's Fund logo, prominently display a photo of Maddie, link to the Maddie's Fund website, and include the Maddie's Fund Website Information, to be provided by Maddie's Fund.
- **Collateral materials:** Posters, flyers, brochures, handouts and other collateral materials produced by the ALVMA about Maddie's S/N Project will include the Maddie's Fund logo and sponsorship recognition.
- **Journals and newsletters:** Any mention of Maddie® funded programs in the ALVMA journals or newsletters will include a paragraph, "*About Maddie's Fund®*," prepared by the foundation.
- **Public speaking:** Talks and other presentations by the ALVMA before civic or community groups, veterinarians, or the press about Maddie's® S/N Project will acknowledge the sponsorship of Maddie's Fund.

### Banking Procedures

To ensure that the grant funds are maintained securely and disbursed properly, the grant funds will be held in an interest bearing holding account. A separate operating account will also be set up with funds transferred from the holding account as needed. Transfers to the operating account will require two signatures with at least one of the signatures being a Board Officer. Checks over \$2,000.00 written from the operating account will require two signatures. Checks under \$2,000.00 written from the operating account will require one signature. Signatures on these accounts will be Dr. H Winston Pirtle (ALVMA Treasurer) and Dr. Charles F. Franz.

### The Role of the ALVMA

As the lead agency, the ALVMA will be responsible for the administration of this project. That includes:

- Ensuring that all dogs and cats involved in the project will receive humane, ethical and professional treatment;
- Guaranteeing that all participants will agree to: 1) support the core values of Maddie's Fund – honesty, integrity and mutual respect; 2) maintain cordial, professional relations with colleagues, other individuals and groups involved in the

- care of animals; and 3) carry on public debate without personal attacks or recriminations;
- Distributing grant funds to reimburse participating private practice veterinary hospitals;
  - Monitoring the progress of the project to ensure compliance by all participants and the successful achievement of the project goals;
  - Obtaining baseline statistics and monthly reports from the participating private practice veterinary hospitals;
  - Providing Maddie's Fund with quarterly, semiannual and annual reports;
  - Honoring reasonable requests by Maddie's Fund to participate in regional/national media opportunities and/or to be featured speakers at regional/national conferences;
  - Following a special Maddie Recognition Plan developed for the project. As part of this plan, the project will be named for Maddie, ALVMA press materials and veterinarian correspondence will promote Maddie and Maddie's Fund, the ALVMA website will feature a section about Maddie, collateral materials produced by ALVMA will include the Maddie's Fund logo and sponsorship recognition, and public speaking engagements by the ALVMA will acknowledge sponsorship of Maddie's Fund.

The ALVMA pledges to honor the philosophy and values of Maddie's Fund and looks forward to working with your organization in the future. Thank you for giving us the opportunity to make a lifesaving difference for the animals of Mobile County.

Sincerely,

Charles F. Franz, DVM  
Executive Director

**MADDIE'S S/N PROJECT IN MOBILE COUNTY – BUDGET 2011**  
**(Year – 7)**

**REVENUE**

Maddie's Fund Grant \$250,750

**TOTAL REVENUE \$250,750**

**EXPENSES**

Payments to the Veterinarians \$238,950

Administrative Expenses \$ 11,800

    Salaries/Benefits, Rent, Util, Storage \$ 11,470

    Bank Charges \$ 30

    Promotion/Publicity \$ 100

    Postage \$ 200

**TOTAL EXPENSES \$250,750**