



244 Fifth Ave. Suite R290  
New York, NY 10001  
T.212.252.2350 • F.212.591.6383  
[www.AnimalAllianceNYC.org](http://www.AnimalAllianceNYC.org)  
[info@animalallianceny.org](mailto:info@animalallianceny.org)  
**Adopt a Little New Yorker Today!®**

December 10, 2008

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

Dear Rich:

*The Mayor's Alliance for NYC's Animals is requesting a **\$1,232,344** grant from Maddie's® Fund to administer Year Five of Maddie's® **Spay/Neuter Project in NYC** involving 18,011 spay/neuter surgeries for dogs and cats belonging to low-income residents of NYC.*

*This program will continue to be part of Maddie's® **Pet Rescue Project in NYC**, an ongoing community collaborative project, administered by the Mayor's Alliance for NYC's Animals, which seeks to end the euthanasia of healthy and treatable shelter dogs and cats in New York City by 2015.*

### **Project Overview**

Based on formulas provided by Maddie's Fund, the total number of surgeries to be performed under Maddie's® Spay/Neuter Project during the 7-year period is 98,000. In Year 5, we project 18,011 S/N surgeries will be performed for cats and dogs belonging to low-income residents of NYC. These surgeries will be performed by New York City veterinarians in private practice and by nonprofit spay/neuter clinics owned or operated by government agencies or nonprofit organizations located in New York City:

- Private Practice Veterinarians will perform 211 MF S/N surgeries,
- 5 non-profit Veterinary Clinics will perform 17,800 MF S/N surgeries,
- Total **18,011** MF S/N Surgeries, for low income NYC residents

Currently, New York City has four (4) large not for profit spay/neuter clinics that are not operated by private practice veterinarians: AC & C of NYC, ASPCA, Bideawee and Humane Society of New York (HSNY). Because they have the capacity to offer higher volume surgery clinics, as well as two of the organizations have mobile surgery units, allowing those clinics to participate as veterinary service providers has considerably increased the number of surgeries offered to the public and has improved the collection of data regarding spay/neuter surgeries in New York City. These four (4) organizations have been invited to continue to participate in the Year Five project. In addition to these four organizations, a new not for profit, The Toby Project, will be joining the Project in 2009. The Toby Project plans to fund the operation of 1 mobile spay/neuter van in 2009 and plans on expanding that number to 5 in next next 2 years. Their goal is to provide free spay/neuter services to those communities that

supply or surrender the most animals to AC & C. Additionally, they will provide the community outreach and education necessary to influence the target audience. The addition of this new not for profit and the increased surgeries performed by the ASPCA and Animal Care and Control accounts for the projected increase for the not for profit clinics in 2009.

### **Veterinary Service Providers**

In order to meet the project's goals, the base of service providers will need to expand in Year Five. Thus far, limiting the provider base to VMA of NYC veterinarians has not yielded the participation necessary for this program to reach its full capacity. Therefore, the Mayor's Alliance for NYC's Animals proposes to increase the number of available providers by recruiting additional private practice veterinarians, and to increase the spay/neuter capacity for the not for profit spay/neuter clinics as well.

### **Private Practice Veterinarians**

In mid-October of 2008, we sent out a 475-piece mail solicitation to all the private practice veterinarians in New York City, in addition to those who are members of the Veterinary Medical Association of NYC (VMA of NYC), to invite them to participate in Maddie's® Spay/Neuter Project. The mailing included a personalized letter, a Project Fact Sheet, and a list of the veterinary clinics that are currently participating in the project.

There are presently 320 veterinarians in the five boroughs of New York City who are eligible to participate in the Maddie's® Project Spay/Neuter Project in New York City, with 137 being members of the VMA of NYC. Our mail solicitation went to 475 addresses because it included letters to the practice managers as well as the individual veterinarians to ensure that we reached our entire targeted veterinary community.

In Year 4 of *Maddie's® Spay/Neuter Project in New York City*, approximately 15 veterinarians in private practice participated in the project, performing approximately 151 surgeries in the first three quarters of 2008. We project by year-end that number to increase to 175 MF S/N surgeries. All of these participating veterinary providers were members of the VMA of NYC.

<b>2008 SUMMARY FOR PROFITS</b>	<b>January - Dec estimated</b>				
	<b>Maddie's® Spay/Neuter Project</b>				
	<b>Cats</b>		<b>Dogs</b>		
<b>Private Vets</b>	<b>female</b>	<b>male</b>	<b>female</b>	<b>male</b>	<b>TOTAL</b>
<b>Totals (22)</b>	54	44	39	38	175

In Year Four, The Alliance continued to work closely with the VMA of NYC, but also continued to function as the lead agency. In Year 5, the Alliance will continue to solicit more participation by VMA of NYC veterinarians, but has and will expand to including non-VMA of NYC partners in efforts to increase the number of MF S/N done by private practicing veterinarians.

### **Nonprofit Spay/Neuter Clinics**

New York City's four largest nonprofit spay/neuter clinics that offer low-cost spay/neuter services to the public, operated by AC&C, The ASPCA, Bideawee and the HSNY, continue to be a tremendous resource as shown in the following charts:

In the first full year (2007) of participation our four non-profit veterinary clinics performed 6,432 Maddie's Fund Spay & Neuter surgeries in NYC, 106 fewer than we had estimated. We concluded that this was due to less participation from Bideawee's clinic than we had expected. We have had several discussions periodically with the clinic's management to encourage promoting the project, but several changes in

administrative staff at the clinic resulted in no one to manage the Maddie's® Fund paperwork at Bideawee. We have contacted the new practice manager as they wish to remain in the Project. Below is the chart for 2007.

2007 NON PROFITS	January - December 2007				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	1856	2040	653	696	<b>5245</b>
AC&C	287	256	81	94	<b>718</b>
Bide-A-Wee	2	8	0	2	<b>12</b>
Humane Society	155	165	80	57	<b>457</b>
Totals	2300	2469	814	849	<b>6432</b>

In 2008, the Mayor's Alliance for NYC's Animals invited these four non-profit veterinary clinics to continue participating in the project. We project that by the end of 2008 these four non-profit veterinary clinics will perform **10,080** Maddie's® Fund Spay & Neuter surgeries in NYC. Our projections are based on the first 3 quarters of reporting and the trends we have seen on the last few months.

AC & C has been able to provide an increased number of Maddie's® surgeries for cats of low income New Yorkers in the Third Quarter of 2008 through Spay/Neuter grants from Petco Foundation and PetSmart Charities recently received by the Mayor's Alliance. The Mayor's Alliance has begun organizing monthly and bi-monthly spay/neuter clinics for the cats of low-income New Yorkers, the first of which was held in August and funded by the Petco Foundation grant. We have received a great response and turnout from the community for these free clinics where we provide free spay/neuter surgery as well as rabies vaccinations and some basic health services as needed for the cats of low income residents – with a focus on getting the information out to NYC Housing project residents. The surgeries (an average of 25 cats per clinic) are performed on AC&C's mobile clinic parked outside Animal Care and Control's Brooklyn Facility. All pet caregivers with a valid Medicaid card take advantage of the Maddie's Fund Program, which has allowed the Mayor's Alliance to leverage the Maddie's Fund grant money. These new clinics most likely account for the increased Maddie's Fund surgeries documented by Animal Care and Control beginning in August and September 2008. The PetSmart funded clinics were initiated in October of 2008.

The Mayor's Alliance is also using the clinic announcements and events as a method of outreach, education about the importance of spaying and neutering, and the availability of Maddie's Fund low cost spay/neuter to Medicaid recipients.

The ASPCA has also seen a notable increase in the number of Maddie's Fund spay neuter surgeries since the addition of their fourth mobile clinic which went live in the first quarter of 2008. The ASPCA will add a fifth mobile clinic which is due to become active in the first quarter of 2009. Our projections for 2009 will reflect this latest addition.

Below are charts with actual numbers projections for 2008, which reflects these current trends in increased surgeries:

2008 NON PROFITS	January - Sept 2008 Actual				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	2132	2255	1024	1205	6616
AC&C	235	216	78	77	606
Bide-A-Wee	0	0	0	0	0
Humane Society	117	110	62	49	338
Totals	2484	2581	1164	1331	7560

2008 NON PROFITS	January - December 2008 Estimated				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	2830	3006	1365	1606	8807
AC&C	320	290	105	103	818
Bide-A-Wee	0	0	0	0	0
Humane Society	156	150	84	65	455
Totals	3306	3446	1554	1774	10080

Should other non-profits eligible to participate wish to join the project, we will request approval by Maddie's Fund to add them to the project on a quarterly basis. By doing so, we hope to enhance the clinics' ability to operate at capacity and increase the number of surgeries possible with this program. Additionally, the public already has increased awareness of the availability of these already-functioning low-cost spay/neuter programs, and their visibility will be an asset in attracting participants. For these reasons, allowing the nonprofit clinics to qualify for the Maddie's Fund reimbursements helps the animals, helps achieve our goal of reducing pet overpopulation, and helps the nonprofit organizations to continue providing low-cost services in the future.

**PROJECTIONS FOR 2009 - Maddie's Fund S/N Surgeries to Low-Income NYC Residents:**

Based on current trends, the expectation to add some new private practice veterinarians to join the project, and the continued expansion of S/N facilities and capacity at the ASPCA, the AC & C, the HSNY, and the addition of Toby's Project we have projected that in 2009 there will be 211 private practice MF S/N and 17,800 non-profit MF S/N surgeries for a total of 18,011 spay & neuter surgeries.

Below are the projected charts for 2009:

**MF S/N NYC Projected 20**

Maddie's® Spay/Neuter Project					
Private Vets	Cats		Dogs		TOTAL
	female	male	female	male	
Totals (18)	65	53	47	46	211

## MF S/N NYC Projected 2009

Maddie's® Spay/Neuter Project					
Cats			Dogs		
Non Profit	female	male	female	male	TOTAL
ASPCA	4515	4811	2253	2704	14283
AC&C	426	386	140	137	1089
Bide-A-Wee	17	36	0	0	53
The Toby Pro	445	485	260	310	1500
Humane Soci	312	302	147	114	875
<b>Totals</b>	<b>5715</b>	<b>6020</b>	<b>2800</b>	<b>3265</b>	<b>17800</b>

### Service Provider Retention and Recognition

The Mayor's Alliance for NYC's Animals will continue to acknowledge participating service providers and thank them for their participation in Maddie's® Spay/Neuter Project in NYC. Recognition efforts will include certificates, press releases, mention in the Alliance E-newsletter, and other vehicles designed to highlight the providers' contribution to this community-wide effort to end overpopulation of companion animals and reduce the euthanasia rates in New York City.

### Target Caregiver Population

The Mayor's Alliance proposes increasing the acceptable indicia of need beyond Medicaid to include proof of public assistance such as Welfare, Medicare, SSI, Disability, Food Stamps, or Public Housing in order to make Maddie's® Fund Low Cost Spay/Neuter available to all low income pet owners in New York City's five boroughs. From our communications with the veterinary practices and our analysis of requests for information that we receive, we have accessed the need to expand the definition of "low income" pet caregivers as it relates to the project in order to make Maddie's Fund available to more low income New York City residents.

### Reaching the target population: Low income NYC residents

In order to meet the goal numbers of surgeries, it will be necessary to make more of the target population aware that the project exists and encourage them to avail themselves of it.

- Distribution of flyers advertising the current project and the expansion of the project. In 2009 we will have all materials in English and Spanish as well as a separate phone line with providing information in Spanish to callers.
  - By ASPCA and AC & C mobile spay/neuter van
  - At the five (5) not for profit clinics in the project
  - Through the NYC Human Resources Administration, the NYC Housing Authority and other NYC agencies
  - Advertise in NYCHA newsletter that is distributed to all public housing tenant
  - At Alliance events

- Utilizing electronic and print media to advertise the current project and the expansion of the project including radio and TV PSAs
  - A 30-second radio spot promoting the Project will continue to air daily on WABC Radio. The spot runs 20 times per week, in all time slots. The spot also is streamed on WPLJ's web site.
  - MF S/N Project button/link on Alliance website.
  - A 30-second radio spot promoting the Project will continue to air daily on 1010 WINS Radio. The spot runs 5-15 times each month.
  - An ad placed by the Mayor's Alliance in Rational Animal's Trails to Tails Map – neighborhood edition (Greenwich Village), published in 2006, will continue to promote the Project.
  - An updated ad placed by the Mayor's Alliance in the newest edition of the NYC Pet Guide, published in November 2007, will continue to promote the Project.
  - The Mayor's Alliance is developing with Rational Animal a new spay/neuter TV and radio campaign, and, with the filter New York advertising agency, a new print campaign. Both campaigns are slated for a 2009 launch. Although the messaging will speak generally to spay/neuter, the Maddie's Spay/Neuter Project in NYC will receive residual advertising support.
- Website links (to include Maddie's Recognition), which may include:
  - Alliance partners' websites
  - Alliance website
  - VMA of NYC website

### Summary of Project Guidelines and Logistics

- New York City residents seeking low-cost spay/neuter services will be referred to the Mayor's Alliance for information about the spay/neuter project. Information directing caregivers to contact the Alliance about the Maddie's® Spay/Neuter Project will be available through flyers and other resources throughout the community.
- Caregivers will make appointments directly with the veterinary service provider they choose.
- Caregivers of animals spayed and neutered through this program must reside in New York City.
- Caregivers participating in this program must be Medicaid recipients or present other forms of proof demonstrating income below 50% of NYC median incomes and are classified as very low income (2008 HUD NYC median income for single adult is \$53,800 ). To be eligible NYC residents must present proof of such at the time of spay/neuter surgery.  
Per 2008 HUD guidelines NYC individuals are classified:  
30% of NYC median income - \$16,150 - poor  
50% of NYC median income - \$26,900 - very low income  
60% of NYC median income - \$32,300 - low income
- We request that in 2009 we expand the accepted documentation accepted for eligibility for MF NYC S/N Project
  - Medicare card– majority of those on Medicare are seniors or people on disability (card)
  - Disabled transit cards - issued to people with Medicaid, Medicare, SSD, SSI

- Food Stamps – Maximum NYC income for eligibility is below \$10,000 for individuals (card)
  - Section 8 – eligibility in NYC requires individuals to have incomes of 22,000 or below (current Section 8 certificate/letter of acceptance provided yearly)
  - NYCHA Public Housing – In NYC, NYCHA eligibility is below 50% of median incomes and primarily for people on Public Assistance, with priorities given to domestic violence victims and single mothers.
- The caregiver must sign the surgery form. If this person is unable to do this or is a minor, a parent or guardian may sign.
  - Participating veterinary service providers and not for profit clinics will be required to submit photocopies of the caregiver's proof of eligibility with each reimbursement form.
  - Caregivers may be asked to make a co-payment of \$20 per dog surgery and \$10 per cat surgery. Veterinary service providers may reduce or waive this co-payment at their discretion
  - This project will only pay for a maximum of six (6) surgeries per **household**. (Not per Medicaid card holder – per household.)
  - Spay/neuter 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® Spay/Neuter Project*.
  - Spay/Neuter surgeries performed on feral (stray, wild, and undomesticated) cats and dogs will not be eligible for reimbursement as part of *Maddie's® Spay/Neuter Project*.
  - Reimbursement and co-payment covers the total fee for anesthesia and surgery, regardless of the patient's size, stage of estrus, or body condition (pregnant, neoplasia, cryptorchid, etc.) No veterinarian is required to perform a non-routine spay/neuter surgery for the designated fee; however, that is all that may be charged for the designated procedure.
  - Only spay/neuter surgery procedures are included in this program. Vaccinations, medications, other treatments, microchipping and/or procedures are separate services that may be paid for separately by the caregivers, but they are not part of the Maddie's® Spay/Neuter Project.
  - No additional fees, beyond the reimbursements from grant funds and the public's co-payment, will be charged by participating private practice veterinary hospitals or nonprofit spay/neuter clinics for spay/neuter surgeries performed under Maddie's® Spay/Neuter Project.

However, according to feedback we have received from the public, private practice veterinarians sometimes require additional services in order to perform the spay/neuter surgery. Additional charges disclosed to us have included pain medication, blood tests for pets over four to five years of age, vaccinations, antibiotics, and FIV/FelV testing for cats. We have communicated with our current participating vets to assess what each individual practice requires and its related costs and have alerted them that these requirements might deter some low income pet owners from proceeding with the spay/neuter surgery if the additional charges are unaffordable. We will continue to keep an open dialogue regarding this issue with our current participants and will broach this subject with new veterinary practices who show an interest in joining the Project. The not for profit clinics do not require any additional services and or charges.

- On a monthly basis, each participating veterinary service provider is required to fill out and send in *Maddie's Project Data* forms and supporting documentation.

- The monthly forms are due on the 15<sup>th</sup> of the month following the month being reported. They will be mailed to the Mayor's Alliance for NYC's Animals.
- The Mayor's Alliance for NYC's Animals will process the forms and will send reimbursement checks to veterinary service providers during the last week of each month.

## Grant Request

The Mayor's Alliance for NYC's Animals is requesting a grant in the amount of \$1,232,344 for Maddie's® Spay/Neuter Project in NYC. Of this, approximately \$1,160,300 will be used to reimburse veterinarians and clinics and approximately \$72,044 will be used by the Alliance to administer the program (based on a \$4.00 transaction fee per surgery performed).

Based on discussions with Maddie's Fund staff, The Mayor's Alliance for NYC's Animals is requesting an increase in funds used to reimburse the for-profit veterinary hospitals and veterinarians. The proposed rates are \$80 per dog neuter, \$150 per dog spay, \$60 per cat neuter, and \$105 per cat spay.

The Mayor's Alliance for NYC's Animals is also requesting an increase in the funds used to reimburse the not-for-profit spay/neuter clinics closer to the original reimbursement rate for the private veterinarians, therefore increasing their reimbursements to \$40 per dog neuter, \$105 per dog spay, \$30 per cat neuter, and \$65 per cat spay.

Below is a chart detailing our proposed reimbursement rates, goal surgeries, and grant request:

Provider	Species	Gender	Maddie's Reimb.	Goal number of surgeries in Y5	Total Reimb. to Providers	\$4/surg. Admin. fee to Lead Agency	Total Maddie's grant funds anticipated
Private Vet Hospital	Dog	Male	\$80				
Private Vet Hospital	Dog	Female	\$150				
Private Vet Hospital	Cat	Male	\$60				
Private Vet Hospital	Cat	Female	\$105				
<b>Average Reimbursement</b>			<b>\$100</b>	<b>211</b>	<b>\$21,100</b>	<b>\$844</b>	<b>\$21,944</b>
Nonprofit S/N Clinic	Dog	Male	\$40				
Nonprofit S/N Clinic	Dog	Female	\$105				
Nonprofit S/N Clinic	Cat	Male	\$30				
Nonprofit S/N Clinic	Cat	Female	\$65				
<b>Average Reimbursement</b>			<b>\$64</b>	<b>17,800</b>	<b>\$1,139,200</b>	<b>\$71,200</b>	<b>\$1,210,400</b>
<b>TOTAL</b>				<b>18,011</b>	<b>\$1,160,300</b>	<b>\$72,044</b>	<b>\$1,232,344</b>

In addition to the grant funds, the caregivers may be asked to make a maximum co-payment of \$20 per dog surgery and \$10 per cat surgery. Veterinary service providers may reduce or waive this co-payment at their discretion.

Participating private practice veterinary hospitals and nonprofit spay/neuter clinics will, therefore, receive a maximum of \$100 per dog neuter, \$170 per dog spay, \$70 per cat neuter, and \$115 per cat spay. Participating nonprofit spay/neuter clinics will, therefore, receive a maximum of \$60 per dog neuter, \$125 per dog spay, \$40 per cat neuter, and \$75 per cat spay. These totals are based on the sum of the reimbursement from grant funds and any co-payment that is received from the caregiver.

The Mayor's Alliance for NYC's Animals agrees that no additional fees, beyond the reimbursements from grant funds and the public's co-payment, should be charged by participating private practice veterinary hospitals or nonprofit S/N clinics for s/n surgeries performed under Maddie's® Spay/Neuter Project.

### **Reporting Requirements**

To assist with coordination of the project and its reporting requirements, the Alliance employs a full-time Director of Administrative Services who assists in administering the grant and also manages daily office operations. This employee serves as the primary liaison to the spay/neuter project private practice veterinary practices and not for profit clinics. Responsibilities include collecting and maintaining grant project records and data; budget tracking; submitting accurate and timely grant reports; and serving as an information resource to veterinary service provider and the public. Other responsibilities include working with the Alliance's Director of Communications to advertise this project. Additionally, the Mayor's Alliance functions as the liaison to the NYC Feral Cat Initiative (FCI) and provides the major funding for FCI programs.

The Mayor's Alliance for NYC's Animals has obtained baseline spay/neuter surgery statistics from the private practice veterinary hospitals and nonprofit clinics participating in the MF S/N project, and submitted this information with the original grant proposals. These additional baseline statistics, like those submitted with the VMA's original proposal for this project, identify the total number of spay/neuter surgeries performed in the private practice veterinary hospitals and nonprofit clinics from Jan. 2003 through Dec. 2003, broken down by species, and the following categories: discount voucher clients and regular clients.

Private practice veterinarians will be required to submit monthly reports to the Mayor's Alliance for NYC's Animals regarding the number of s/n surgeries performed: (1) as part of Maddie's® Spay/Neuter Project, (2) as part of any other discount programs, (3) for all clients not included in (1), (2) or (3), with each category broken down according to gender and species. Each participating service provider will also report the number of deaths of any dogs and cats delivered for spay/neuter surgeries under Maddie's® Spay/Neuter Project.

Nonprofit spay/neuter clinics will also be required to submit monthly reports to the Mayor's Alliance for NYC's Animals regarding the number of s/n surgeries performed: (1) as part of Maddie's® Spay/Neuter Project, (2) as part of any other discount programs, (3) for shelter animals from their own organization, and (4) for shelter animals from other organizations, with each category broken down according to gender and species.

The Mayor's Alliance for NYC's Animals 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 spay/neuter statistics identifying the number of spay/neuter surgeries performed: (1) as part of Maddie's® Spay/Neuter Project, (2) as part of any other discount programs, (3) for shelter animals

from nonprofit clinics' own organization, (5) for shelter animals from other organizations, (6) for s/n of free roaming cats broken down into gender and (4) for all clients not included in (1) - (4), 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® Spay/Neuter Project. In addition, the Mayor's Alliance for NYC's Animals will submit baseline statistics for any new veterinary hospitals and clinics participating in the program.

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

### **Maddie Recognition**

In order to comply with Maddie's Fund guidelines for Maddie's recognition, the Mayor's Alliance for NYC's Animals will be responsible for the following:

- Correspondence to veterinarians: The Mayor's Alliance for NYC's Animals 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 Mayor's Alliance for NYC's Animals 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 Mayor's Alliance for NYC's Animals about Maddie's S/N Project will contain a Maddie® Fact Sheet, provided by Maddie's Fund.
- Website: The Mayor's Alliance for NYC's Animals will include 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 Mayor's Alliance for NYC's Animals 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 Mayor's Alliance for NYC's Animals journals or newsletters will include a paragraph, "About Maddie's Fund®," prepared by the foundation.
- Public speaking: Talks and other presentations by the Mayor's Alliance for NYC's Animals before civic or community groups, veterinarians, or the press about Maddie's® Spay/Neuter Project will acknowledge the sponsorship of Maddie's Fund.
- The not for profits participating in the MF free roaming cat S/N project will provide a press release and identify the project as "supported by Maddie's Fund" on their website and printed materials.

### **Banking Procedures**

In Year Five, The Mayor's Alliance will continue to maintain a separate account at First Republic Bank for the Maddie's® Spay/Neuter Project in New York City. To ensure that the grant funds are maintained and secured properly, the Alliance has set up an interest bearing Money Market holding account and transfer monies as needed from the holding account into the current separate operating account.

## The Role of the Mayor's Alliance for NYC's Animals

As the lead agency, the Mayor's Alliance for NYC's Animals 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, Alliance press materials and veterinarian correspondence will promote Maddie and Maddie's Fund, the Alliance website will feature a section about Maddie, collateral materials produced by the Mayor's Alliance for NYC's Animals will include the Maddie's Fund logo and sponsorship recognition, and public speaking engagements by the Alliance will acknowledge sponsorship of Maddie's Fund.

The Mayor's Alliance for NYC's Animals 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 New York City.

Sincerely,

Jane Hoffman  
President  
Mayor's Alliance for NYC's Animals

**Maddie's Spay/Neuter Project in New York City  
2009 Projected Budget**

		<b>Budget</b>
	MF Income	\$1,232,344.00
<b>TOTAL INCOME</b>		<b>\$1,232,344.00</b>
	Payments to Private Veterinarians Jan - December 2009	\$21,100.00
	Payments to Non-Profit Clinics Jan - Dec 2009) MF Public S/N	\$1,139,200.00
	<b>Total Veterinary Payments</b>	<b>\$1,160,300.00</b>
	Portion of Project Coordinator Salary/Benefits	\$40,000.00
	Bank Charges	\$0.00
	Promotion/Publicity	\$7,000.00
	Accounting fees to Alliance (for staff time)	\$4,000.00
	Office admin allocation	\$16,000.00
	Office Supplies	\$5,044.00
	<b>Total Actual Administrative Expenses</b>	<b>\$72,044.00</b>
<b>TOTAL EXPENSES</b>		<b>\$1,232,344.00</b>