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**Adopt a Little New Yorker Today!®**

December 30, 2009

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 **\$1,352,200** grant from Maddie's® Fund to administer Year Six of Maddie's® **Spay/Neuter Project in NYC** involving 19,700 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 Six of the Project, we project 19,700 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 350 MF S/N surgeries,
- Four non-profit Veterinary Clinics will perform 19,350 MF S/N surgeries,
- Total **19,700** MF S/N Surgeries, for low income NYC residents

Currently, New York City has four (4) not for profit spay/neuter clinics that are not operated by private practice veterinarians: ASPCA, Bideawee, Humane Society of New York (HSNY) and The Toby Project. 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 Six of the Project. Animal Care and Control of New York City was participating in the First Half of 2009 but is no longer offering spay/neuter services to the public and thus will not be participating in the Project in 2010, though we will continue to collect data related to their other S/N surgeries for reporting purposes.

## Veterinary Service Providers

In order to meet the project's goals, the base of service providers will need to expand in Year Six. The Mayor's Alliance for NYC's Animals proposes to increase the number of available providers by continuing its efforts to recruit additional private practice veterinarians, and to increase the spay/neuter capacity for the not for profit spay/neuter clinics as well. Given to poor response by private veterinarians, we will likely focus our attention on those we know are committed to this project.

## Private Practice Veterinarians

In March of 2009, an information packet detailing the new Maddie's® Spay/Neuter Project in NYC reimbursement rates and expanded criteria for the public's eligibility to qualify for having their pets spayed or neutered using Maddie's® Spay/Neuter Project in NYC was mailed to all currently participating and newly enrolled Private Practice Veterinarians and Non Profit Clinics. Included in this packet were updated Project Surgery and Reporting Forms, reporting guidelines and informational flyers to be distributed to clients. The data we have received through 2009 indicates a small increase in participation by the Private Practice Veterinarians as compared to 2008. In 2010 we hope and we expect increases in S/N surgeries from veterinarians that have demonstrated their commitment. In 2010 we expect to drop any private veterinarians that have not participated in the project in the last 2 years or any veterinary practices that have consistently tried to charge additional fees outside of acceptable guidelines and not provided appropriate reporting documentation after several follow up calls to discuss procedures and allowable fees.

In 2009 (Year Five) of *Maddie's® Spay/Neuter Project in New York City*, 16 veterinarians in private practice participated in the project (out of a total of 28 on the roster), performing 287 surgeries through the end of October 2009. We project that by year-end that number will increase to 320 MF S/N surgeries.

2009 SUMMARY FOR PROFITS	January - October 2009 Actual				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		
Private Vets	female	male	female	male	TOTAL
Totals (28)	81	81	51	54	267

The chart below indicates our estimated Spay/Neuter totals for the Private Practice Veterinarians for 2009. We had projected 211 surgeries in our grant application for 2009 but, if the current trends continue, that number will prove to have been a conservative projection.

2009 SUMMARY FOR PROFITS	January - December projected				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		
Private Vets	female	male	female	male	TOTAL
Totals (28)	97	97	61	65	320

We have included a chart showing the 2008 final spay/neuter numbers for comparison:

2008 SUMMARY FOR PROFITS	January - December 2008 Actual				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		
Private Vets	female	male	female	male	TOTAL
Totals (23)	69	60	39	41	209

The Alliance has maintained a close relationship with the VMA of NYC, but has functioned as the lead agency in Year Five of the Project and will continue to do so in Year Six. The Alliance will continue to solicit more participation by VMA of NYC veterinarians, but has and will continue to invite 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 The ASPCA, Bideawee, HSNY and newcomer, The Toby Project, continue to be a tremendous and growing resource as shown in the following charts:

In the first full year (2007) of participation, 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 continue to have periodic discussions with the clinic's management to encourage promoting the project, but they continue to perform way below our initial expectations. 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	5245
AC&C	287	256	81	94	718
Bide-A-Wee	2	8	0	2	12
Humane Society	155	165	80	57	457
Totals	2300	2469	814	849	6432

In 2008, these four non-profit veterinary clinics continued participating in the project. We had projected that by the end of 2008 these four non-profit veterinary clinics would have performed 10,080 Maddie's® Fund Spay & Neuter surgeries in NYC. The actual number of surgeries by Year End was 9,814.

Below is a chart showing the actual spay/neuter numbers for 2008:

2008 NON PROFITS	January - December 2008				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	2764	2969	1368	1594	8695
AC&C	266	246	91	84	687
Bide-A-Wee	0	0	0	0	0
Humane Society	157	139	73	63	432
Totals	3187	3354	1532	1741	9814

2009 began with the four nonprofit clinics participating in the Project. The Toby Project began participating in March, bringing the nonprofit clinic total to five. However, Animal Care and Control's "Big Fix" spay/neuter program for the pets of low-income individuals was discontinued. The Mayor's Alliance Free/Spay Neuter Clinics for Cats were also terminated in April as the grants from Petsmart Charities and the Petco Foundation which funded these clinics were not renewed. The ASPCA's Mobile Spay/Neuter Clinic increased their schedule to provide the service at the two AC&C locations so the number of projected surgeries remains unaffected.

Below are two charts indicating the actual spay/neuter numbers through October of 2009 and our projection for Year Five total number of spay/neuter surgeries based on current trends. In our Year Five grant application we had projected there would be 17,800 surgeries by the nonprofit clinics. We expect to reach our goal of 17,800 S/N surgeries, specifically because the ASPCA has exceeded our projections, with the addition of another van later in the year

2009 NON PROFITS	January – October 2009 Actual				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	3760	3958	2609	2948	13,275
AC&C	50	32	0	0	82
Bide-A-Wee	10	5	9	5	29
Humane Society	175	187	127	113	602
The Toby Project	234	254	106	120	714
Totals	4,229	4,436	2,851	3,186	14,702

2009 NON PROFITS	January - December 2009 Projected				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	4515	4750	3130	3450	15,845
AC&C	50	32	0	0	82
Bide-A-Wee	12	6	11	6	35
Humane Society	210	225	152	137	724
The Toby Project	290	395	207	222	1114
Totals	5,077	5,408	3,500	3,815	17,800

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 2010 - Maddie's Fund S/N Surgeries to Low-Income NYC Residents:**

Based on current trends, the expectation to expand the capacity of those private veterinarians that have participated in the project, and the continued expansion of S/N facilities and capacity at the ASPCA, the HSNY, and The Toby Project, we have projected that in 2010 there will be **20** private practice MF S/N and **4** non-profit MF S/N surgeries for a total of **19,700** spay & neuter surgeries..

Below are the projected charts for 2010:

2010 SUMMARY FOR PROFITS	January - December 2010 Projected				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
Private Vets					
Totals (20) Actual participants	95	105	72	78	350

2010 NON PROFITS	January - December 2010 Projected				
	Maddie's® Spay/Neuter Project				
	Cats		Dogs		TOTAL
female	male	female	male		
ASPCA	4820	5112	3422	3846	17,200
Bide-A-Wee	15	12	15	8	35
Humane Society	232	245	163	140	780
The Toby Project	412	436	228	244	1320
Totals	5,479	5,805	3,828	4,238	19,350

**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 continuing the low income eligibility requirements as they were in Year 5: 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® 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 four (4) 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 provide one of the following as proof of eligibility:
  - Medicare card– majority of those on Medicare are seniors or people on disability
  - Medicaid card (or other subsidized medical plan)
  - SSI
  - Disability/SSD
  - Reduced Fare Transit Cards - issued to people with Medicaid, Medicare, SSD, SSI
  - Food Stamps – Maximum NYC income for eligibility is below \$10,000 for individuals (card)
  - Welfare
  - Public Housing - 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) or Section 8 Voucher or letter
- 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**.
- 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 and confirmed with the veterinary practices, 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 continuously communicated with our participating veterinarians to alert them to the fact that these requirements might deter some low income pet owners from proceeding with the spay/neuter surgery as the additional charges make the visit unaffordable. We continue to keep an open dialogue regarding this

issue with our current participants and broach this subject with all 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 \$1,352,200 for Maddie's® Spay/Neuter Project in NYC. Of this, approximately \$1,273,400 will be used to reimburse veterinarians and clinics and approximately \$78,800 will be used by the Alliance to administer the program (based on a \$4.00 transaction fee per surgery performed).

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

<b>MF NYC S/N Project 2010 Private Veterinarians</b>									
Provider Private Vets Hospitas	Species	Gender	Maddie's Reimb.	Client Co- pay	Total Max. Reimb. to Provider per surgery	Goal number of surgeries in Y5	Total Reimb. to Providers	Admin. fees to Lead Agency	Total Maddie's grant funds anticipated
Private Vet Hospital	Dog	Male	\$80	\$20	\$70				
Private Vet Hospital	Dog	Female	\$150	\$20	\$140				
Private Vet Hospital	Cat	Male	\$60	\$10	\$40				
Private Vet Hospital	Cat	Female	\$105	\$10	\$85				
<b>Average Reimbursement</b>			<b>\$100</b>			<b>350</b>	<b>\$35,000</b>	<b>\$1,400</b>	<b>\$36,400</b>
<b>MF NYC S/N Project 2010 Non-Profit Veterinary Clinics</b>									
Provider Non- Profit S/N Clinic	Species	Gender	Maddie's Reimb.	Client Co- pay	Total Max. Reimb. to Provider per surgery	Goal number of surgeries in Y4	Total Reimb. to Providers	Admin. fees to Lead Agency	Total Maddie's grant funds anticipated
Nonprofit S/N Clinic	Dog	Male	\$40	\$20	\$60				
Nonprofit S/N Clinic	Dog	Female	\$105	\$20	\$125				
Nonprofit S/N Clinic	Cat	Male	\$30	\$10	\$40				
Nonprofit S/N Clinic	Cat	Female	\$65	\$10	\$75				
<b>Average Reimbursement</b>			<b>\$64.00</b>			<b>19350</b>	<b>\$1,238,400</b>	<b>\$77,400</b>	<b>\$1,315,800</b>
<b>MF NYC S/N Project Grant Request for Public based on average reimbursements:</b>						<b>19,700</b>	<b>1,273,400</b>	<b>78,800</b>	<b>1,352,200</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 Director of Administrative Services, who is certified in Trap Neuter Return serves as the liaison to the staff of the Feral Cat Initiative.

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 Six, 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